



KEVIN ORDONEZ

Art Director // Graphic Designer

Hello there! My name is **Kevin Ordonez** and I make things **pretty**, make things **pop**, and make things **work!**

I've been designing since my freshman year in high school & have always been fascinated by the odds and ends of all things design.

While design is my main focus, I also have a curiosity in everything creative outside of design.

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PASSIONS

Brand Design

Editorial Design

Packaging Design

Ad Design

Typography

UX/UI Design

Photography

Motion Graphics

Cooking

Music

EXPERIENCE

◆ THE GUARDIAN // ASSOCIATE ART DIRECTOR

September 2023 - Present // New York, NY

Supporting sales team with developing bespoke dedicated page designs and advertisements housed in the Guardian website. Working with the Marketing Solutions team to develop presentation themes and assets, along with house ads for social media.

Notable clients: BBC, STARZ, Indeed, Microsoft, Tourisme Montréal, AbbVie

◆ CLEAR CHANNEL OUTDOOR // ART DIRECTOR

Junior Graphic Designer (2015 - 2018) // Senior Graphic Designer (2018 - 2019)

June 2015 - September 2023 // New York, NY

Supported sales team with conceptualizing and developing out-of-home advertisements, ranging from large brands to small businesses. Designed company website and created internal marketing documents. Edited sizzle reels for campaign recaps. Worked with teams of designers, reviewed designs, and initiated projects to develop design work.

Notable clients: Big Brothers Big Sisters, NFT.NYC, Logic Vapes, CBDistillery, 98.7FM ESPN

◆ BOWSTRING STUDIOS // JR. GRAPHIC DESIGNER

Nov 2013 - Mar 2015 // Conshohocken, PA

Designed collateral, video graphics and websites. Art directed photoshoots and edited photos and videos.

Notable clients: All-American Games/U.S. Army, Lehigh University, Bloomsburg University, Villanova University, Unequal Technologies, Barritt's Ginger Beer, Tabasco

◆ IPERDESIGN // GRAPHIC DESIGN INTERN

June 2013 - Sept 2013 // Philadelphia, PA

Designed presentations, app assets and editorial pieces

EDUCATION

● ART INSTITUTE OF PHILADELPHIA

BA of Science in Graphic Design // Oct 2010 - Sept 2013 // Philadelphia, PA

● PASSAIC COUNTY TECHNICAL INSTITUTE HS

Graphic Design // Sep 2006 - June 2010 // Wayne, NJ

● GENERAL ASSEMBLY

User Experience Design Course // Aug 2019 - Oct 2019 // New York, NY

SKILLS

Ps Photoshop

Lr Lightroom

◆ Sketch

↔ HTML/CSS

AI Illustrator

Pf Premiere Pro

iv InVision

📁 Microsoft Suite

Id InDesign

Ae After Effects

🍯 Figma