

# ORIANA PORTNOJ

Graphic Designer | Art Director

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## WORK EXPERIENCE

May 2020 –  
Present

### Creative Freelancer

#### Self-Employed

- Designed and launched custom websites from scratch; created logos, business cards, illustrations, flyers, and other promotional materials, and managed multiple social media accounts with platform-specific content.
- Founded and operated a custom creative business producing made-to-order commissions, overseeing branding, visual design, client communication, and marketing.

Oct. 2022 –  
Mar. 2025

### Graphic Designer

#### The District Communications Group

- Spearheaded design for nationwide awareness campaigns across, print, digital, and OOH.
- Collaborated cross-functionally on assets featured in billboards, transit stations, stadium signs, advertisements, paid media, and more.
- Ensured accessibility and ADA/508 compliance on government materials.
- **Featured clients:** DHS Blue Campaign, DHS “If You See Something, Say Something”, DHS Center for Prevention Programs and Partnerships (CP3), VHA Neurology Services, Avvy Insights

Sept. 2021 –  
Oct. 2022

### Graphic Designer

#### Icarmandias

- Created bilingual (English/Spanish) OOH, print, outdoor and digital campaigns for multicultural markets.
- Designed promotional and legal marketing materials for high-traffic law and title clients.
- **Featured clients:** 411-PAIN, Butler Title

Jun. 2019 –  
Aug. 2019

### Art Direction Intern

#### Alma Ad

- Conceptualized and executed a full 360° campaign for Hispanic markets in collaboration with a multi-disciplinary intern team.
- **Featured client:** McDonald's

## EDUCATION

May 2020

### Bachelor's Degree in Advertising - Summa Cum Laude

University of Florida

May 2016

### Vocational Degree in Printing and Graphic Arts

McFatter Technical College

## SKILLS

### Design

Photoshop, Illustrator, InDesign, Premiere Pro, Word, Powerpoint, Canva

### Video

Premiere Pro, After Effects

### Accessibility

Acrobat, CommonLook

### Project Management

Asana, Monday

### Web/UX

Figma, Wordpress, HTML/CSS

### Languages

Native English, Expert Spanish