

ORIANA PORTNOJ

Graphic Designer | Art Director

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WORK EXPERIENCE

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

May 2020 –
Oct. 2022

Creative Freelancer/Small Business Owner

Self-Employed

- Built logos, business cards, illustrations, flyers and other promotional content as well as unique made-to-order cross stitches for clients on commission.
- Managed multiple different social media accounts and tailor-make content for each platform.

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