



ANGELICA ORTIZ

CREATIVE
DIRECTION



EXPERIENTIAL
CREATIVE TECH



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www.angelicaortizcreates.com

Netherlands-based | Remote US / UK / EU

AWARDS

Effie Awards 2025 - 4x Winner

Dove Real Beauty Prompt Playbook // Monks

Cannes Lions 2024, Shortlisted

Glass Lion (Diversity) & Titanium Lion (Innovation)
The Dove Code // Monks

ADCN Bronze 2025 - 2x Winner

Impact and AI (Synthography) Dove Real Beauty
Prompt Playbook // Monks

Clio Bronze 2022 - Winner

Immersive Experience/Activation in Healthcare Life
Interrupted // Havas

CLIENTS

Nike // Google // Lexus // Netflix // Dove //
Meta // Royal Caribbean // DXC Technology
// Novartis // Red Bull // P&G

SPEAKING

Shhh x Tellart Amsterdam

Designing Transformative Experiences
Presenter + Panelist

VCU Brandcenter, Presenter + Panelist
Hanze University, Guest Lecturer

SKILLS

PRIMARY

Creative Direction • Creative Strategy • Experiential
Design • Interactive Installations • Immersive
Environments • Creative Technology • Feasibility
Gut-Checks • International Team Management •
Cross-team Collaboration • Creative Problem Solving
• Workshop Facilitation

SECONDARY

SketchUp • Unity/Unreal • Twinmotion • Blender • 3D
Visualization • Projection Mapping • TouchDesigner •
Figma • Adobe Creative Suite • Generative AI • Video
Editing • User Journey Mapping

EDUCATION

VCU Brandcenter

M.S. Business: Advertising & Experience Design

University of North Carolina, Chapel Hill

B.A. Media & Journalism (Advertising)
2nd Major: Communications (Media Production)

EXPERIENCE

Creative Lead / ACD

Angelica Ortiz Creates, 2025-Present

- Lead creative development and strategic direction for immersive experiences across themed entertainment, brands, and agencies, balancing innovative concepts with production reality
- Provide creative technology integration consulting and feasibility "gut checks" to ensure ambitious concepts can be built while maintaining creative magic, including recent work on traveling immersive educational historical experience

Senior Creative & Technologist

Monks (Media.Monks, S4 Capital), 2021-2025

Global creative agency bringing ideas to life through interactive experiences & campaigns.

- Led creative and innovation initiatives for Fortune 500 clients (Dove, Nike, Google), bridging creative vision with emerging technology integration, including the award-winning Dove Real Beauty Prompt Playbook (4x Effie winner, Cannes shortlisted)
- Managed international teams of 5-25 members across 4 continents, developing creative technology solutions and consulting on experiential campaigns

Creative & Technologist

Havas (Havas Group), 2020-2021

Global agency creating 360 campaigns and brand experiences leveraging creative technologies.

- Led concept development and rapid prototyping, specializing in emerging technology integration and experiential storytelling
- Conceptualized "Life Interrupted" theatrical installation (Clio Bronze winner) for innovative healthcare communication

Experience Designer (Creative)

900lbs (Independent Agency), 2019

Independent agency building interactive & digital experiences for companies, museums, and events.

- Conceptualized multi-sensory experiential installations for Fortune 500 technology and entertainment clients, collaborating with architects and fabrication studios ensuring conceptual consistency throughout production
- Led smart home retail experience (\$2M+ budget) that transformed product demonstrations into emotional storytelling, becoming the client's primary sales tool

Experience Designer

Freelance (Zeus Jones, Team One), 2017-2018

- Consulted on Lexus experiential event, combining traditional origami artistry with automotive design elements
- Created immersive experience story securing unanimous stakeholder buy-in across 15+ departments