



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 // 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

- Led creative direction for brand activations and location-based entertainment experiences, winning \$800K+ national sports activation pitch
- Provide creative technology integration consulting and feasibility 'gut checks' to ensure ambitious concepts can be built while maintaining creative magic across multiple sectors including brands and entertainment venues

Senior Creative & Technologist

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

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

- Developed creative concepts and technical feasibility assessments for Fortune 500 clients including Google, Nike, and Dove across EU, US, APAC, and LATAM markets, bridging creative vision with emerging technology integration
- Led creative technology expertise on Dove Real Beauty Prompt Playbook, winning 4 Effie Awards and Cannes Lions shortlist for AI ethics campaign

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
- Defined immersive environment and storytelling framework for award-winning Clio Bronze "Life Interrupted" installation, transforming patient stories into a visceral experience

Experience Designer (Creative)

900lbs (Independent Agency), 2019

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

- Designed experiential installations for Fortune 500 technology and entertainment clients, collaborating across creative, design, technology, architectural, fabrication, and production teams
- Developed creative concept and strategic approach for \$2M+ brand installation, contributing ACD-level oversight from pitch to production

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