ANGELICA ORTIZ

CREATIVE LEAD / ACD OF EXPERIENTIAL AND IMMERSIVE EXPERIENCES

Netherlands-based, US Citizen | Remote US / EU / UK | angelicaortizcreates@gmail.com | https://www.angelicaortizcreates.com/

SUMMARY

Award-winning Creative Lead with 9+ years creating magical, memorable, and multisensory experiences that blend physical and digital elements, specializing in experiential design, spatial storytelling, and immersive environments. Concepted, pitched, and produced creative for Fortune 500 clients across tech, consumer, lifestyle, and entertainment brands such as Google, Meta, Red Bull, and Lexus, leading cross-functional teams across the US, EU, LATAM, and APAC on brand activations and permanent environments.

PROFESSIONAL EXPERIENCE

Creative Lead / ACD, Angelica Ortiz Creates *2025 - Present*

- Lead creative direction across brand activations and location-based entertainment, recently winning an $800K+ national sports activation pitch for a LA-based experiential agency
- Develop brand storytelling concepts, lead pitch presentations, and collaborate across creative, design, and tech teams to shape ideas from brief through final delivery for agencies and brands in the US and EU

Senior Creative & Technologist, Monks (S4 Capital) *2021 - 2025*

- Developed concepts, led pitch presentations, and shaped creative strategy across global campaigns for Google, Nike, and Dove, working across EU, US, APAC, and LATAM
- Spearheaded the generative AI creative approach on the Dove Real Beauty Prompt Playbook, winning 4 Effie Awards and a Cannes shortlist across Titanium and Glass categories

Creative & Technologist, Havas *2020 - 2021*

- Led immersive design expertise to award-winning Clio Bronze Life Interrupted installation, transforming patient stories into a visceral physical experience built around a single human truth
- Developed spatial storytelling concepts for brand experiences and healthcare campaigns

Experience Designer, 900lbs // Zeus Jones // Team One *2017 - 2019*

- Led strategy, ideation, and creative development of a $2M+ smart home experiential retail center from pitch through production, collaborating across architecture, AV, fabrication, and development teams
- Consulted on a Lexus experiential event combining traditional origami with automotive design elements

SKILLS

Creative Direction, Spatial Storytelling, Experiential Design, Immersive Environments, Interactive Installations, Worldbuilding, Narrative Design, Conceptual Development, Creative Strategy, Brand Storytelling, Adobe Creative Suite, 3D Visualization, Creative Technology, SketchUp / Unity / Unreal / Blender, International Team Management, Cross-Functional Collaboration, Client Relationship Management, Pitching and Presentations

AWARDS AND PRESENTATIONS

- **Awards:** Effie Awards (4x), ADCN Bronze (2x), Clio Bronze (1x), Cannes Lions (Shortlist)
- **Presentations:** Shhh x Tellart Amsterdam, Guest Lecturer at VCU Brandcenter + Hanze University

EDUCATION

M.S. in Business, Advertising and Experience Design *2016 - 2018*
VCU Brandcenter

B.A. in Media & Journalism (Advertising), Minor in Communications (Media Production) *2012 - 2016*
University of North Carolina at Chapel Hill