

# Orlando Antonio

## Visual Designer

Los Angeles-based Visual Designer with a lifelong passion for creating impactful digital campaigns and visually compelling experiences. Known for blending design strategy with modern technologies to bring clarity, creativity, and purpose to every project. Experienced in collaborating with clients and agencies to build strong visual identities and user-focused solutions.

Objective: Joining a forward-thinking team where I can apply my design expertise and creative insight to develop engaging, visually-driven campaigns that make a lasting impression.

### Capabilities

| Animation  
| Graphic Design

| Art Direction  
| UX / UI

### Tools

| After Effects / Rive  
| Illustrator

| Figma  
| Photoshop

### Work Experience

**AbbVie, Pacific Communications** | UI/UX Designer (Contract)

Oct 2025 - Current

- Led design of end-to-end digital experiences across web, email, social, and mobile, aligning user needs with business goals.
- Built scalable, responsive design systems in Figma to ensure consistency across multi-channel campaigns.
- Created high-fidelity prototypes to drive stakeholder alignment and accelerate decision-making.
- Partnered cross-functionally to define strategic UX/UI direction within a regulated environment.

#### Clients:

Allergan

BOTOX

Davy

Advancing Leaders in Migraine

Emerging Leaders in Spasticity

**SCPXL** | Art Director + Senior Designer

Jan 2020 - Jun 2025

- Drove innovative design solutions with cross-functional teams, aligning concepts from strategy to delivery with client goals.
- Developed scalable design systems and user personas to optimize usability and maintain visual consistency across platforms.
- Partnered with content creators to launch high-performing social campaigns and collaborated with developers to embed UX best practices into product lifecycles.
- Conducted research and testing to inform design decisions, ensuring data-driven improvements to user experience and engagement.

#### Clients:

City of Santa Monica

DC Universe

Disney

Dreamworks Animation

Maximum Effort

Netflix

New York State Fair

Universal Pictures

## Work Experience *cont...*

### Quantum Solutions Inc. | UI Designer

Feb 2019 - Jan 2020

- Led user research and testing—including interviews, usability studies, and A/B experiments—to optimize user flows and inform design strategy.
- Designed responsive, accessible web and mobile interfaces that elevated usability and reinforced brand cohesion.
- Developed wireframes, prototypes, and high-fidelity mockups to translate concepts into clear, actionable design solutions.
- Built and maintained scalable design systems to streamline workflows and ensure consistency across digital products.

#### Clients:

Finadyne

WOW

Skin Science

### Visual Senses Design | Independent Contractor

Jan 2014 - Current

- Designed websites, social content, landing pages, and email campaigns for clients across tech, lifestyle, and creative industries.
- Developed visual concepts through mood boards, style guides, and high-fidelity comps aligned with brand and project goals.
- Created responsive layouts and UI components, balancing usability, performance, and visual appeal.
- Produced marketing assets—including ads, promotional content, and interactive materials—supporting digital campaign growth.

#### Clients:

Ardentlife Media

BLKBX Creative Group

BLT Communications

City of Lynwood

Heavenspot

Sabio Coding Bootcamp

Watson DG

### Heavenspot | Senior Designer

Jun 2008 - Dec 2013

- Spearheaded digital design strategies and delivered high-impact visual content for entertainment, lifestyle, and consumer brand campaigns across web, social, and mobile platforms.
- Directed visual storytelling initiatives through microsites, ad campaigns, and branded content, ensuring creative excellence, consistency, and measurable engagement.
- Partnered with cross-functional teams to transform concepts into launch-ready assets and elevated new business pitches with innovative decks, prototypes, and visual narratives.

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## Work Experience *cont...*

**Emmis Interactive** | Internet Program Director

Oct 2003 - Jun 2008

- Attended weekly meetings with the marketing, sales, and promotions departments to go over online strategies.
- Developed and executed creative content for social media platforms
- Ideated and initiated new formats of content in response to performance reports and social media trends
- Provide graphic design solutions to support various marketing campaigns

**Clients:**

Power 106

Hot 97

## Education and Certifications

**Platt College** | Associate of Art in Graphic Design / Multimedia

**Google** | Build Dynamic User Interfaces (UI) for Websites

**Google** | Build Wireframes and Low-Fidelity Prototypes

**Google** | Conduct UX Research and Test Early Concepts

**Google** | Create High-Fidelity Designs and Prototypes in Figma

**Google** | Foundations of User Experience (UX) Design

**Google** | Start the UX Design Process: Empathize, Define, and Ideate

