

SPENCER ORDONEZ

Creative Designer

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SUMMARY

I am a creative designer with 14 years of design experience with the past 10+ years being in the Shopper Marketing field assisting our CPG vendors alongside Walmart, Sam's Club with the past 2 years Target, Costco and Kroger. I have a deep background in print production, experiential design and a thirst for continually learning things that will assist my teams throughout my career.

EXPERIENCE

Advantage Solutions — Senior Art Director

2016 - PRESENT

- Spearheaded the end-to-end process of layout, design, and production, including die-line creation and mock-ups, resulting in flawless execution of final deliverables.
- Pioneered the establishment of streamlined processes and templates for the development of overarching governance activations, enhancing efficiency and consistency across projects.
- Led brainstorming sessions and devised innovative strategies to address project challenges, resulting in significant time and cost savings for clients.
- Contributed to the formulation of digital solutions strategies and played a key role in the conceptualization and creation of UI/UX elements for mobile and landing page activations.
- Consistently met deadlines, exceeded expectations, and delivered high-quality results, earning accolades from both account and creative leadership.

icreatives - Walmart Visual Merchandising and Sam's Club E-Commerce — Graphic Designer

2014 - 2016

- Designed digital files for print advertisements, store signage, and in-store marketing collateral, ensuring optimal visual impact and brand consistency.
- Developed strategic visual pathways and signage, guiding shoppers and stimulating consumer behavior to enhance engagement and sales.
- Played a pivotal role in shaping the aesthetic and functionality of Walmart's new electronics section through innovative design concepts and implementation.
- Successfully juggled multiple concurrent projects and intricate production timelines, maintaining quality standards and meeting deliverable deadlines consistently.

P360 Marketing — Art Director

2010 - 2013

- Innovatively crafted die-lines for client product packaging, optimizing visual appeal and structural integrity to meet client specifications and enhance product presentation.
- Delegated tasks to freelance designers, effectively communicating project requirements and ensuring adherence to brand guidelines for consistent brand representation.

SKILLS

Creative Direction, Experiential Marketing/ Design, Adobe Illustrator, Illustration, Adobe Photoshop, Adobe InDesign, Microsoft Office, Branding & Identity, Presentations, Figma, Procreate, Packaging Design, Concepting, Adobe Dimensions, Blender, Basic 3D Modeling, Leadership, Production, Prepress, Print Design, Presentation Skills, Cross-Functional Collaboration.

EDUCATION

Art Institute of Phoenix, Phoenix, AZ

— BFA Graphic Design

Google UX Design

— Professional Certificate