

AMPARO ORTIZ

GRAPHIC DESIGNER · ILLUSTRATOR · E-LEARNING SPECIALIST

CONTACT

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CORE SKILLS

- Graphic Design & Illustration
- Visual Identity & Branding
- E-Learning Development
- Instructional Design
- UX/UI & Layout Design
- Visual Storytelling
- Project Management
- SCORM / LMS Platforms
- Motion Graphics
- Creative Thinking

SOFTWARE

- Articulate Storyline
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Procreate

LANGUAGES

Spanish — Native
English — Proficient
Pearson PTE: 85/90

CERTIFICATIONS

- Articulate Storyline
- Digital Marketing
- Social Media Marketing
- Social Media Marketing II

ABOUT

Graphic designer and illustrator with 7+ years of professional experience across branding, digital design, illustration, and visual communication. Grounded in a BA in Graphic Design & Illustration, with a parallel specialisation in e-learning that grew from a genuine love of making complex ideas visually clear. Equally comfortable concepting a brand identity, illustrating characters for books, or building an interactive digital learning experience — the common thread is always craft, detail, and a strong visual point of view. Fluent in Adobe Creative Suite, experienced across print and digital, and a proven remote collaborator with a fully equipped home studio.

EDUCATION

BA Graphic Design & Illustration · **CEADE Leonardo** — **Seville, Spain**
2014 - 2017

- Specialised in visual communication, branding, typography, and digital illustration.

BA History of Art · **Universidad de Sevilla** — **Seville, Spain**
2012 - 2014

- Foundation in visual culture, art movements, and design history — informing a research-led creative practice.

WORK EXPERIENCE

Graphic Designer & Course Creator · **SafeStack** | 2019 – Present

Full-time remote role designing and producing all learning and visual content for a cybersecurity training platform serving enterprise clients across NZ, Australia, and the US.

- Designed and developed 30+ interactive e-learning modules using Articulate Storyline and Rise, covering compliance, security awareness, and technical cybersecurity topics for non-technical audiences.
- Built and maintained all assessment materials — knowledge checks, scenario based assessments, and module quizzes — ensuring alignment with learning objectives and consistent quality standards.
- Shaped the visual identity and design system of SafeStack's platform, creating scalable, brand-consistent assets across all digital products.
- Distilled dense regulatory and technical content into clear visual systems: infographics, process diagrams, job aids, and structured documentation used by enterprise clients.
- Packaged and adapted learning content for multiple LMS environments, ensuring SCORM compliance and seamless learner experience across partner integrations.
- Partnered with subject-matter experts, product managers, and senior leadership to ensure every deliverable met technical standards and brand guidelines.
- Owned end-to-end brand production across digital, print, and events — email campaigns, conference materials, social assets, and merchandise.

INTERESTS

- ♥ Reading
- ♥ Drawing
- ♥ Painting
- ♥ 3D Design
- ♥ Photography
- ♥ Hiking

REFERENCES

Available on request

WORK EXPERIENCE

Graphic Designer and Illustrator · Amparillo | 2017 – Present

Ongoing freelance practice delivering illustration, branding, and design for clients globally.

- Delivered bespoke illustration, branding, and design solutions for clients across the globe — including advertising, marketing and merchandise.
- Developed complete visual identities — including logos, icon systems, typography, and brand guidelines — tailored to each client's audience and positioning.
- Illustrated digital artwork across a range of styles for children's books, editorial publications, and marketing campaigns.
- Designed and built responsive websites that balance aesthetic quality with intuitive user experience.
- Managed all phases of client engagements: briefing, concept development, revisions, and final delivery — handling multiple projects simultaneously to strict deadlines.
- Carried out advanced image retouching and compositing — colour grading, composition refinement, and photo manipulation — for both print and digital output.

Translator · Freelance | 2019

- Produced subtitle translations for independent web series and short films for international distribution.

Marketing Design Intern · Genera Games | 2017

- Produced social media graphics, digital ads, and promotional assets for mobile game titles in collaboration with senior designers and the marketing team.
- Developed branded merchandise concepts and print-ready artwork consistent with each game's visual identity.
- Supported content strategy initiatives aimed at growing engagement across digital channels.
- Delivered creative assets under tight deadlines across multiple game projects in a fast paced, release-driven environment.