

ITZIAR ORTIZ

ANIMATOR - ART DIRECTOR

ABOUT ME

I am a creative professional with 8 years of experience in animation, motion graphics, and character design. I specialize in developing and executing visually compelling campaigns, blending creativity and strategy to bring concepts to life. With expertise in storytelling and brand identity, I am eager to transition into art direction, leveraging my collaborative and conceptual skills to lead innovative visual projects.

KEY SKILLS

- Art Direction and Concept Development
- Creative Strategy and Visual Storytelling
- Leadership and Collaboration with Creative Teams
- Client Presentation and Pitching Ideas
- Brand Identity Development

PROFESSIONAL EXPERIENCE

Animator & Motion Designer | AB InBev & draftLine Europe – Fixed Term Contract

07/2023 – 01/2024

- Produced 2D/3D animations and visual effects to elevate marketing campaigns for TV, social media, and billboards, ensuring brand consistency and audience engagement.
- Conceptualized dynamic animations aligned with brand objectives, showcasing creativity and technical proficiency.
- Collaborated with cross-functional teams to develop workflows and compelling visual narratives that enhanced the global brand image.
- Contributed to visually impactful materials that resonated with target audiences and reinforced marketing goals.

Clean-up Artist | Seed Animation - Freelancer

04/2023 – 05/2023 | 09/2023 – 10/2023

- Finalized character designs, color charts, and animations for two short films, maintaining consistency across all visual elements.
- Collaborated with animators and producers to create key reference images, ensuring seamless transitions and a cohesive visual style.
- Defined character poses, moods, and actions while articulating body language and expressions that brought characters to life.
- Ensured high-quality animation standards across both projects, meeting tight deadlines without compromising creative integrity.

INFORMATION

PHONE

07480291792

EMAIL

itziarortizgonzalez@gmail.com

WEBSITE

www.itziarortiz.com

EDUCATION

MA ANIMATION

University of the Arts London
2016-2018

BA FINE ARTS · (Hons)

University of Castilla-La Mancha
&
Akademia Sztuk Pięknych w
Warszawie
2011 - 2016

COURSES

3D Motion Beast

Motion Design School
2023

Creative Writing Course

Udemy
2023

Cinematic Digital Illustration

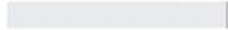
Izzy Burton in Domestika
2022

Illustration and Character Design

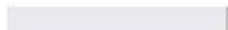
Teresa Martínez in Domestika
2022

SOFTWARE SKILLS

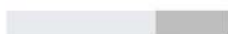
After Effects



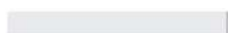
Cinema 4D



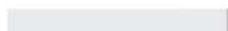
Maya



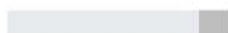
Photoshop



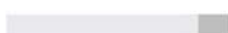
Illustrator



Animate



Toon Boom
Harmony



SPANISH

ENGLISH

HOBBIES & INTERESTS

Scuba diving

Climbing and hiking

Strength training

Yoga

Animator and Storyboard Artist | what3words - Full Time 12/2021 - 03/2023

- Worked on all stages of production, from brainstorming ideas and storyboarding to creating 2D/3D animations for TV ads, billboards, and social media campaigns.
- Developed a structured workflow for motion graphics projects, streamlining production timelines and improving team efficiency.
- Led the creation of branded content using After Effects, Photoshop, Cinema 4D, and Illustrator, producing visually compelling animations and VFX.
- Directed and completed a 2-minute 3D explainer film that supported business development efforts and engaged potential partners.
- Coordinated with other motion graphic designers to ensure projects were delivered on time and met creative objectives.

Character Designer, Storyboard and Concept Artist | Peddling Pictures - Freelancer 06/2022

- Designed and developed character concepts, environments, and props for an animated TV series, working closely with producers and directors.
- Created storyboards and timelines for an episode, translating the script into engaging visuals.
- Developed unique designs for main and secondary characters, incorporating feedback to refine their visual identity.
- Ensured a consistent artistic style and cohesive storytelling throughout the pre-production process.

Animator and Motion Graphics Designer | Technicolor & Streamland Media - Full Time 03/2018 - 12/2021

- Produced localized animations and visual effects for marketing campaigns in 20+ languages, working on high-profile titles for Netflix.
- Led the creation of branded graphics for campaigns featuring Emmy-nominated shows and award-winning films.
- Introduced a new Cinema 4D to After Effects workflow that reduced production times and improved creative outputs across the team.
- Mentored junior motion designers, fostering skill development and collaboration within the department.
- Coordinated with external agencies and vendors, managing complex projects under tight deadlines in a fast-paced environment.