

ADRIEN ORDORICA

SENIOR GRAPHIC DESIGNER · LOS ANGELES, CA

Portfolio: adrienordorica.com Phone: (818) 510-6406 Email: adrienordorica@gmail.com LinkedIn: linkedin.com/in/adrienordorica/

SUMMARY: Senior Graphic Designer with 10+ years of experience developing cross-platform creative for entertainment and media campaigns across digital, social, broadcast, OOH, and experiential.

PROFESSIONAL EXPERIENCE:

INDEPENDENT / FREELANCE GRAPHIC DESIGNER | 06/2026 - PRESENT | LOS ANGELES, CA

MEMEHOUSE SR ART DIRECTOR | 02/2026 - 05/2026 | REMOTE

- Art directed and successfully launched an AI first visual rebrand for a musician, establishing a cohesive identity across social and digital platforms. Partnered with the social media team on daily content, providing creative direction, feedback, and final oversight.
- Used multiple generative AI platforms as the primary production workflow for daily image and video content. AI was used for full concept development, compositing, assets, background plates, moodboarding and quick iterations. Content was fully generative AI or seamlessly integrated with traditional design and motion for final delivery.
- Created brand guidelines, design systems, and social templates that defined a prompt library guide, typography, color, imagery, and motion to keep brand consistency across platforms.
- Established the creative direction for each stage and campaign of the artist's evolving visual story, developing new environments, looks, themes, and concepts that moved the narrative forward while maintaining their brand identity.

NBC STUDIOS MEDIA DESIGNER | 10/2021 - 12/2025 | UNIVERSAL CITY, CA

- Designed and animated large format DOOH creative for The Tonight Show Starring Jimmy Fallon in New York's Times Square. Delivered additional motion creative, including triptychs, for Saturday Night Live, Late Night with Seth Meyers, and other NBC shows across facility screens and major transit locations that reach roughly 300,000+ pedestrians daily.
- Created motion and static creative for show launch campaigns across social, broadcast and digital platforms. Supported key art, logo concepts, and campaign extensions, while collaborating with creative teams and presenting work to leadership.
- Owned social creative for The Voice across nine seasons, leading design for YouTube (9.46M+ subscribers) and Instagram (2.8M+ followers). Art directed and designed 1000+ thumbnails for NBC's flagship shows, improving creative quality, and maintaining visual consistency across the social platforms.
- Integrated AI tools to accelerate asset generation, extend backgrounds, explore creative concepts, versioning, adapt assets across various formats, and meet fast turnaround production deadlines.

FUSE MEDIA GRAPHIC DESIGNER | 05/2018 - 09/2021 | GLENDALE, CA

- Art directed and designed key art and photo shoots for original Fuse programming, partnering with cross-functional teams to develop visual storytelling from concept through final delivery to enhance audience engagement. Evolved the art direction and design for returning series across multiple seasons.
- Art directed and designed the brand identity for a Fuse FAST channel. Developed the on-air system, motion package, brand guidelines, templates, and launch deliverables to reach new demographics and attract a broader audience.
- Designed an experiential activation for T-Pain's School of Business, producing a variety of campaign assets including an interactive GIF photo booth, digital displays, print collateral, environmental graphics, and branded signage that elevated viewer interaction and brand presence.
- Provided on-set art direction across multiple YouTube series, including BTS photo shoots, interviews, and social-first content for high-profile talent.

CREATE MUSIC GROUP · FLIGHTHOUSE CREATIVE DIRECTOR | 01/2017 - 02/2018 | HOLLYWOOD, CA

- Led promotional campaigns for major labels and artists across social platforms and influencer collaborations, developing concepts and creative direction for a fast growing brand that has since reached 32M+ followers.
- Developed and produced original short-form social series from concept through platform launch, collaborating with writers, influencers, talent, and video production crews to create high-volume content on fast turnarounds.
- Oversaw multiple artist and label promotional campaigns at once, keeping creative consistent and projects moving from concept through delivery.

INDEPENDENT / FREELANCE GRAPHIC DESIGNER | 03/2014 - 01/2017 | LOS ANGELES, CA

DIM MAK RECORDS GRAPHIC DESIGNER | 03/2013 - 03/2014 | LOS ANGELES, CA

- Designed artist release campaigns across cover art, social, digital, print, and DSP platforms, developing creative from initial concepts through final assets while working directly with artists and internal marketing teams.
- Designed ongoing creative for the Dim Mak brand, including social content, digital graphics, promotional materials, and website assets, maintaining a consistent visual identity across the label's channels and marketing.
- Mentored design intern on daily creative tasks while supporting multiple artist releases and urgent design needs across the label.

SKILLS: Graphic Design, Art Direction, Brand Design, Brand Identity, Campaign Design, Key Art, Social Media Design, Motion Graphics, Typography, Layout Design, Compositing, Photo Retouching, Presentation Design, Experiential Design, OOH, DOOH, Production Design, Generative AI

SOFTWARE: Photoshop, After Effects, Illustrator, InDesign, Premiere Pro, Lightroom, Figma, CapCut, Canva, Asana, Slack, Airtable, Google Workspace, Microsoft Office **AI:** Firefly, Google Veo/Flow, Claude, Higgsfield, Kling, Runway, MidJourney

EDUCATION: Mt Sierra College - Graphic Design | Don Bosco Tech High School - Graphic Communications