

ADRIEN ORDORICA

ART DIRECTOR & SENIOR GRAPHIC DESIGNER · LOS ANGELES, CA

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SUMMARY

I'm an Art Director and Senior Graphic Designer in Los Angeles. I work across entertainment campaigns from key art and broadcast graphics to social-first content.

EXPERIENCE

NBC STUDIOS

MEDIA DESIGNER

10/2021 – 12/2025 · Universal City, CA

- Designed and animated large-format DOOH creative from the ground up for New York's Times Square, establishing the motion approach and translating campaign artwork into motion. Delivered additional large format creative across NBC's entertainment portfolio for facility screens and major transit placements.
- Created original motion and static social content supporting show launches, along with broadcast graphics including snipes and on-air assets. Developed early key art mockups and visual concepts, collaborating across creative teams and presenting work to leadership through review and feedback.
- Owned digital and social creative for The Voice across 9 seasons, leading design across YouTube and Instagram for an audience of 9.46M+ YouTube subscribers and 2.8M Instagram followers. Art directed and designed thousands of thumbnails across The Voice and NBC's broader entertainment portfolio, elevating the creative, strengthening visual consistency, and increasing click-through rates.
- Developed scalable templates, style guides, and compositing standards across typography, color, and image treatment for external agencies and motion teams, improving consistency and efficiency across high-volume production for multiple shows and platforms.

FUSE MEDIA

ART DIRECTOR & GRAPHIC DESIGNER

05/2018 – 09/2021 · Glendale, CA

- Art directed key art and photoshoots for original Fuse programming, partnering with talent, photographers, producers, copywriters, and creative teams to shape campaigns from concept through final delivery. Continued evolving the visual direction for returning series across multiple seasons.
- Art directed and designed a FAST channel brand from the ground up, defining its identity, on-air system, motion package, templates, and brand design framework for launch and ongoing use.
- Supported visual and set direction across a variety of YouTube series, art directing BTS photoshoots, 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 rapidly growing brand that has since reached 32M+ followers.
- Developed and produced original short-form social series from concept through delivery, collaborating with writers, influencers, talent, and video production crews to create high-volume content on fast turnarounds.
- Oversaw multiple artist and label campaigns at once, keeping creative consistent and projects moving from concept through delivery.
- Scaled creative output by sourcing, onboarding, and directing freelance talent for in-house production, expanding team capacity as the volume of artist, label, and social work grew.

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 teams.
- Designed ongoing creative for the Dim Mak brand itself, including social content, digital graphics, promotional materials, and website assets, maintaining a consistent visual identity across the label's channels and marketing.
- Guided a design intern on day-to-day creative while supporting multiple artist releases and fast-moving design needs across the label.

EDUCATION

College:

Mt Sierra
Graphic Design
01/09 - 02/11

High School:

Don Bosco Tech
Graphic Comm.
09/03 - 06/07

SKILLS

Art Direction
Graphic Design
Brand Design
Visual Identity
Campaign Design
Key Art
Digital Advertising
Social Media Design
Motion Graphics
Typography
Layout Design
Photo Compositing
Photo Retouching
Presentation Design
Experiential Design
OOH / DOOH
Production Design
Creative Concepting
AI

SOFTWARE

Adobe Photoshop
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe Lightroom
Figma
CapCut
Canva
Procreate
Trello
Asana
Slack
Airtable
Google Workspace
Microsoft Office