




ADRIEN ORDORICA

ART DIRECTOR & SR DESIGNER

CONTACT INFORMATION

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LATEST EDUCATION

Graphic Design & VFX
College
Mt Sierra | 2011

Graphic Communications
High School
Don Bosco Tech | 2007

SKILLS

Campaign Concepting
Templates and Toolkits
Mood Boards and Storyboards
Cross-Platform Design Strategy
AI Creative and Innovation
Cross-Functional Collaboration
Brand Identity Systems

SOFTWARE

Design & Motion
Photoshop
After Effects
Premiere
Illustrator

Presentation & Collaboration
Google Slides
Microsoft PowerPoint

AI Creative
Firefly
Midjourney
Google Veo
Nano Banana

Workflow
Airtable
Wrike
Basecamp

PROFESSIONAL EXPERIENCE

- Oct 2021 - Dec 2025 | Universal City CA

Media Designer NBC STUDIOS

- Served as a primary designer for NBC digital platforms, creating thousands of custom thumbnails for flagship shows including The Voice, America's Got Talent, Deal or No Deal, and American Ninja Warrior, driving millions of impressions across YouTube and Instagram.
- Built scalable visual systems from key art to create templates for typography, color, compositing, and image treatment, maintaining brand consistency across high-volume content and seasonal campaigns.
- Integrated generative AI tools into production workflows to create and enhance visual assets, accelerate turnaround times, and support high-volume publishing schedules while maintaining quality and brand consistency.
- Produced motion DOOH and broadcast campaigns for The Tonight Show Starring Jimmy Fallon, Late Night with Seth Meyers, and Saturday Night Live, displayed on Times Square LED walls and major transit hubs reaching millions of daily viewers.

- May 2018 - Sept 2021 | Glendale CA

Art Director & Designer FUSE MEDIA

- Played a key role in shaping art direction for original programming and network campaigns including T-Pain's School of Business (Seasons 1 and 2), Made From Scratch, WTF Baron Davis, and Big Boy's Neighborhood, leading design on key art, campaign systems, and visual storytelling across social, digital, and broadcast platforms.
- Oversaw concepting, mood boards, storyboards, photo shoots, video shoots, and presentations to internal stakeholders and network leadership, ensuring cohesive creative execution and alignment across teams.
- Helped build and launch a FAST channel brand from the ground up, building out the visual identity, on-air look, and cross-platform design system while supporting the evolution of Fuse's brand through scalable systems, templates, and brand guidelines.

- Jan 2017 - Feb 2018 | Hollywood CA

Creative Director CREATE MUSIC GROUP - FLIGHTHOUSE

- Led the creative direction of promotional marketing campaigns for major music labels and their rostered artists across social media platforms and collaborations with influencers, driving measurable increases in song awareness, merchandise sales, and social media engagement for a digital brand that has since grown to over 32 million followers.
- Maintained creative quality and brand consistency across internal collateral and social media platforms for both B2B and B2C audiences, ensuring all outputs aligned with the company's visual standards and brand voice.
- Developed and produced social media short-form series in collaboration with writers, influencers, video production crews, project managers, and creative freelancers, leading cross-functional teams through concept, production, and delivery of complex projects.
- Scaled, delegated, and managed workflows, deadlines, and the company's volume of output by leading and on-boarding additional freelancers for in-house staffing meet the needs of a growing company.

- Jan 2013 - Mar 2014 | Los Angeles CA

Art Director & Designer DIM MAK RECORDS

- Developed and executed fully designed marketing campaigns for the label's rostered artists, including cover artwork, social media assets, printed materials, and DSP implementation. Worked closely with artists and key stakeholders to ensure each campaign aligned with creative goals and release strategy.
- Led social media content for the record label as a brand, collaborating with the web team to keep the website current and evolving while creating and managing content that drove fan engagement and brand growth.
- Supported promotional photo shoots and video shoots, contributing editing and VFX to elevate the label's visual identity and increase awareness for both the brand and its rostered artists through compelling visual storytelling.