



# KARINA N. CRUZ ORTIZ

ILLUSTRATOR | PRINT/SURFACE DESIGNER

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## WORK EXPERIENCE

### **Freelance Designer and Illustrator** 01/2019 - Present

Self-Employed Remote

- Produce portraits, illustrations, and graphics for over 6 years, utilizing Adobe Suite and traditional art techniques.
- Sell handmade products and stationery items at approximately 30 annual events, and manage a line of wholesale stationery, placing over 100 items in renowned stores and local markets.

### **Print/Textile Designer and Illustrator** 03/2024 - Present

Yunus Textile Mills Limited x SCADPro Savannah, GA

- Execute trend-focused repeat patterns and prints for Gen Z bedding, incorporating trend forecasting and ensuring designs align with client branding to contribute to a cohesive textile/fibers collection.
- Apply expertise in color combinations and coordinated aesthetics to drive design processes effectively.
- Collaborate with a team of 16 members, managing tight deadlines and interdisciplinary collaboration.

### **Illustrator** 01/2024

NOW Art LA x Walmart Inc. Savannah, GA

- Executed the research, ideation, and creation of a culturally significant entryway mural for Walmart 2302 in Barceloneta, Puerto Rico.
- Delivered a detailed, painterly illustration within a 2-day deadline, adhering to brief guidelines and connecting the artwork to the local community and surroundings.

### **Print Designer/Surface Designer** 10/2023

SCADPro x Hyundai Motor Group Metaplant America Merch

- Conceptualized and executed innovative designs for exclusive merchandise, with a focus on stationery products to enhance the VIP experience for Hyundai Motor Group guests.
- Integrated Hyundai's heritage and sustainability values into surface designs, ensuring cohesive, brand-aligned visuals across items. Collaborated to meet a 3-day deadline, delivering high-impact prints.

### **Marketing Illustrator** 05/2023 - 07/2023

Black Women Stitch Remote

- Designed vibrant illustrations for a 2024 calendar campaign, highlighting the group's commitment to Black liberation and social justice, incorporating feedback to align with company identity.
- Collaborated closely with the creative director to ensure illustrations resonated with the target audience, based on research from previous promotions.

## EDUCATION

### **Savannah College of Art and Design**

BFA in Illustration with a minor in Surface Design

Savannah, GA | 4.0 GPA | Dean's List 2020 - 2024

Expected Graduation Date: June 2024

## SKILLS

### **HARD SKILLS**

Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
 Adobe After Effects  
 Microsoft Suite  
 Procreate

### **SOFT SKILLS**

Trend Research  
 Color Separation  
 Drawing and Painting  
 Creative Thinking  
 Attention to Detail  
 Organization  
 Teamwork  
 Communication

### **LANGUAGES**

Spanish, English

## ACCOMPLISHMENTS

05/2023

### **SCAD Swing Jam Winner**

Savannah College of Art and Design | GA

Winner of the life drawing quarterly competition.

02/2023 - 06/2023

### **UGA Flora and Fauna Exhibit Artist 2023**

UGA Aquarium | Savannah, GA

"In Plain Sight," a repeat pattern based on native marine life, was chosen as one of 10 SCAD student artworks to be exhibited at the UGA Aquarium's Collection.

02/2022 - 02/2023

### **SCAD Drawing Works Exhibition Artist**

Savannah College of Art and Design

Picked out of nearly 700 applicants for two consecutive years in the SCAD Drawing Works Exhibition, which features around 60 artists annually.

02/2021

### **1st Place SCAD Foundations Honors Show**

Savannah College of Art and Design

1st Place Figure Drawing Award winner.

## VOLUNTEER WORK

10/2018 - 01/2019

### **Muralist**

Living Angels Foundation. Cayey, PR

Collaborated with 20 volunteers to paint a mural in EEBAC HS in honor of children battling cancer.