
DAVID ORNELAS

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ART DIRECTOR | CREATIVE DIRECTOR

Creative and results-driven Art Director with over 10 years of experience in leading visual content creation for marketing campaigns. Proven expertise in brand consistency, innovation, and mentoring creative teams. Passionate about delivering impactful visual solutions and enhancing brand identity. Adept at managing cross-functional collaborations and staying updated with industry trends.

CORE COMPETENCIES

- Art Direction
 - Graphic Design
 - Creative Direction
 - Brand Development
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Project Management
 - Cross-functional Collaboration
 - Team Leadership and Mentoring
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PROFESSIONAL EXPERIENCE

Bryan Health, Lincoln, NE

May 2022 - Present

Marketing Specialist

- Led creative projects from concept to execution, resulting in a 30% increase in patient engagement through targeted marketing campaigns.
- Developed visual content that boosted social media followers by 50% and engagement rates by 40% in 6 months.
- Collaborated with cross-functional teams to enhance digital content quality and ensure brand consistency.
- Mentored junior designers, fostering a culture of innovation and continuous improvement.

University of Nebraska-Lincoln, Lincoln, NE

Jan 2020 - May 2022

Graduate Teaching Assistant

- Delivered active support to the faculty with the development and improvement of student classwork.
- Planned, created, directed, and managed student extra-credit workshops aiming to facilitate them in achieving desired objectives.
- Offered expert advice and recommendations to students on appropriate electives upon request.

Jacht Agency, Lincoln, NE

Aug 2021 - May 2022

Diversity & Inclusion Specialist - Special Projects

- Improved agency culture, resulting in a 25% increase in employee satisfaction through focused diversity and inclusion efforts.
- Applied diversity standards across advertising campaigns, contributing to a 20% increase in client diversity satisfaction scores.

Aztec Fox Creative, Lincoln, NE

Jan 2018 – Present

Art Director

- Elevated client brands with innovative digital strategies, increasing engagement by 35% and client satisfaction by 40%.
- Managed over 50 projects end-to-end, delivering web designs and digital solutions that exceeded expectations and increased client ROI by 30%.
- Built and led a creative freelance team, resulting in a 25% increase in client success stories.

EDUCATION AND CERTIFICATION

University of Nebraska-Lincoln, Lincoln, NE

Masters in Integrated Media Communications, 2020-Present

University of Nebraska-Lincoln, Lincoln, NE

Bachelor of Journalism | Major: Advertising and Public Relations, 2013- 2016

Graduate Certificate in Public Relations and Social Media, 2022

VOLUNTEER EXPERIENCE

Board of Directors

American Advertising Federation - Lincoln Chapter, Lincoln, NE, May 2018 – May 2020

Lead Diversity & Inclusion Specialist

Jacht, Lincoln, NE, August 2021 – May 2022

LANGUAGES

Fluent in both English and Spanish.