

patricia ortiz

art director . group creative director

me

Award-winning bilingual Group Creative Director with 15+ years leading brand campaigns in Fashion, Retail, CPG, Entertainment, and Tech.
Cannes Lion winner.
3x Super Bowl veteran.
Built for big brand moments.

awards

Cannes Titanium Lion 2013
Cannes Silver Lion 2013
The One Show Pencil, Interactive 2013
One Show Finalist 2016
One Show Judge 2024
Shortlist Clio Music Award 2025
AICP20 Post Awards 2020
London International, Silver 2013
Communication Arts, Best of 2013
Silver Facebook Studio Awards 2013
FWA Site of The Year 2015
The Addy's Shortlist 2015
Webby's Honoree 2016

portfolio

me@creativebark.com
creativebark.com

education

Miami Ad School
Art Direction

The Art Institute
B.S. in Graphic Design

group creative director

april 2022 . april 2026

The Martin Agency, Los Angeles
Clients: Old Navy, Mondelez: RIT Crackers and OREO

Directed integrated creative teams across Old Navy and Mondelez, delivering full 360 campaigns in partnership with the IAT. Guided OREO and RITZ Crackers work from concept to execution – including two Super Bowl campaigns for RITZ that drove cultural relevance and repositioned the brand as a dominant force in the snack category.

creative director

nov 2019 . mar 2022

Anomaly, Los Angeles
Clients: Diet Coke, Minute Maid, USOW, Netflix and Meta Quest

Led integrated creative teams across a diverse portfolio including Diet Coke, Minute Maid, Netflix, USOW, and Meta Quest. Oversaw the brand's global campaign strategy and produced the first Meta Quest Super Bowl commercial – a landmark moment for the brand. Drove creative excellence across the full spectrum: content, print, film, digital, design, and social media.

june 2018 . nov 2019

Freelance Creative Director
Clients: Target Holiday Campaign 2018, Target Back to School, C9 Champion, Vice, CoreWater, Mercedes Benz, Mattel, Zillow, Ritz Crackers, Pinterest, YouTube and Old Navy.

associate creative director

june 2017 . may 2018

Deutsch, Los Angeles
Clients: Target Holiday, 7-Eleven and Atom Tickets

may 2016 . june 2017

Freelance Creative
72andsunny | Deutsch | Saatchi & Saatchi LA | 180LA
Clients: Google, Coors, General Mills, Toyota and Target C9, Expedia, Mitsubishi and Asics

july 2013 . feb 2016

Deutsch, Los Angeles
Clients: Target, Nintendo, Kettle Chips and Taco Bell

art director

oct 2011 . jun 2013

CP+B, Los Angeles
Clients: Old Navy and Grey Poupon

april 2011 . aug 2011

Y&R . Freelance Creative . Puerto Rico
Clients: Heineken, T-Mobile and Santander Bank

