

# ADRIEN ORDORICA

ART DIRECTOR & SR. GRAPHIC DESIGNER · LOS ANGELES, CA

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## EXPERIENCE

### NBC STUDIOS

Oct 2021 - Dec 2025 · Universal City, CA

→ MEDIA DESIGNER

- Primary designer for NBC's flagship digital platforms, producing thousands of custom thumbnails for 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 across key art, typography, color, compositing, and image treatment to maintain brand consistency at high volume. Integrated generative AI tools to accelerate turnaround without sacrificing quality.
- Produced motion DOOH and broadcast campaigns for The Tonight Show, Late Night with Seth Meyers, and Saturday Night Live, displayed on Times Square LED walls and major transit hubs reaching millions of daily viewers.

### FUSE MEDIA

May 2018 - Sept 2021 · Glendale, CA

→ ART DIRECTOR & DESIGNER

- Led art direction for original programming and network campaigns including T-Pain's School of Business (S1 & S2), Made From Scratch, WTF Baron Davis, and Big Boy's Neighborhood, across key art, campaign systems, social, digital, and broadcast.
- Oversaw conceiving, mood boards, storyboards, photo and video shoots, and presentations to network leadership, ensuring cohesive creative execution across all teams.
- Built and launched a FAST channel brand from the ground up, developing the visual identity, on-air look, and cross-platform design system, then scaled through brand guidelines, templates, and freelancer onboarding.

### CREATE MUSIC GROUP · FLIGHTHOUSE

Jan 2017 - Feb 2018 · Hollywood, CA

→ CREATIVE DIRECTOR

- Led creative direction for promotional campaigns across major label rosters, driving measurable increases in song awareness and engagement for a brand that has since scaled to 32M+ followers.
- Produced short-form social series with writers, influencers, and video production crews, leading cross-functional teams from concept through delivery on complex, high-velocity projects.
- Scaled workflows and output volume by onboarding freelancers for in-house staffing while maintaining brand consistency across B2B and B2C creative.

### DIM MAK RECORDS

Jan 2013 - Mar 2014 · Los Angeles, CA

→ ART DIRECTOR & DESIGNER

- Executed integrated marketing campaigns for the label's roster, delivering cover artwork, social assets, printed materials, and DSP implementation aligned with each release strategy and artist vision.
- Led social media content and collaborated with the web team to drive fan engagement and brand growth, while supporting photo and video shoots with editing and VFX work.

## EDUCATION

GRAPHIC DESIGN & VFX

Mt. Sierra College

2011

GRAPHIC COMMUNICATIONS

Don Bosco Tech

2007