



ABOUT ME

"Over the past 25 years, I've built some awesome relationships with clients and colleagues, and I always make sure to work closely with my clients to solve communication problems with simple, clean design solutions."

CONTACT

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JOSE J. ORTIZ

SENIOR GRAPHIC DESIGNER

WORK EXPERIENCE

- JONES LANG LASALLE
2020 - Present

Lead Designer
As Lead Graphic Designer at JLL, I spearheaded visual strategy for the NY Private Capital Group, delivering marketing materials for hundreds of properties. I integrated AI tools like Adobe Firefly, ChatGPT, and Claude to optimize workflows. I designed high-impact pitch books, brochures, logos, branding identities, and building signage that accelerated multi-million dollar real estate transactions.
- THE DURST ORGANIZATION
2018 - 2020

Senior Graphic Designer
Worked with Marketing to gather and translate business requirements into creative and intuitive cross-marketing campaigns including all collateral, display and communications. Created custom presentation, flyers, banners, signage, digital branding, editable PDF forms and other collateral. Oversaw installation of scaffolding/exterior building signage, large-format wall vinyl and other promotional material. Other duties include photo editing, logo design, managing custom brochure design, updating all commercial leasing collateral such as roundup flyers and single listing flyers and updated website and CoStar listings, eblast design, and several other custom design marketing material.
- ROBERT K. FUTTERMAN
2012 - 2018

Senior Graphic Designer
Developed standard flyers and sign designs as well as rendering and altering photos, designing icons, and designing creative maps for marketing. Created custom brochures, signs, listings books for conferences, newsletters, eBlasts and other marketing material as well as managing and instructing six other RKF designers located in New York, Los Angeles, Chicago, and Toronto.
- CS DESIGNWORKS
2001 - 2012

Graphic Designer
Design projects include logo and corporate identity design, promotional material and packages for annual events, advertisements for newspapers, magazines, billboards, signage, and other printed material. Collaborated to produce corporate literature, including capabilities brochure, mid-year and year-end reports, and annual reports.

EDUCATION

- PRATT INSTITUTE
2001
- BA COMMUNICATION DESIGN

PROFESSIONAL SKILLS

ADOBE INDESIGN		MICROSOFT WORD	
ADOBE ILLUSTRATOR		MICROSOFT EXCELL	
ADOBE PHOTOSHOP		MICROSOFT POWERPOINT	
ADOBE FIREFLY		CLAUDE / CHATGPT	