

Rolando Ortiz Velazquez

www.linkedin.com/in/rolando-ortiz-v/ • 17rolis@gmail.com

Education

Academy of Art University

San Francisco, CA

B.F.A Animation and Visual Effects

Skills

Tools & Software: Autodesk Maya, Adobe Suite (Premiere, Photoshop, Illustrator, After Effects), Canva, Shotgrid, Google Suite, Notion, Sync Sketch, Instagram, Facebook, Tiktok, Youtube

Relevant Coursework: Feature Animation, Editing for Animation and Visual Effects, 3D Realistic Animation, Fundamentals of Texturing and Look Dev, Social Media Content Development, Social Media Data Analytics.

Languages: English (native), Spanish (native), French (limited working proficiency)

Experience

Social Media Manager

Berkeley, CA

The Oaks Climbing

May 2024 - Present

- Collaborated with the gym manager to strategize, create, and schedule content for the climbing gym on Instagram and Facebook, preparing an average of five posts per week, increasing engagement by 250k interactions.
- Planned and managed a consistent posting calendar four weeks out, multitasking to organize vendors, events, and member details within the content calendar.
- Filmed and edited over short-form videos for Instagram and Facebook while at times playing the on-camera role.
- Planned, promoted, and set up events in the climbing gym for members, guests, and bystanders in the Berkeley area.

Freelance Graphic and Web Design

El Sobrante, CA

Hernandez Leather Products

March 2025 - Present

- Designed and developed the company's website and laid out a comprehensive product catalog, balancing aesthetics with readability and commercial appeal for the company's 15+ products
- Created cohesive branding materials including logos, business cards, employee uniforms, and print collateral to establish a unified visual identity.
- Directed and executed professional product and promotional photography to support branding and e-commerce needs.

Animator & Production Assistant

San Francisco, CA

Flicker, Finny, and Bonded Production - Academy of Art University StudioX

January 2024 - April 2024

- Collaborated closely with producers, directors, and fellow artists to fully prepare and deliver 10+ layout shots for the university-sourced production.
- Utilized Maya, Shotgrid, and Adobe Premiere to store, locate, and communicate with personnel within the production.
- Contributed to production by attending and giving input during daily meetings for animation reviews and providing ideas for the overall direction of the scene.

Educator

San Francisco, CA

Children's Creativity Museum

January 2024 - January 2025

- Worked with fellow Educators and Volunteers during general admission hours to facilitate creative workshops on animation and digital media tools for youth and families, promoting hands-on learning through interactive tech exhibits.
- Prepared, maintained, and troubleshooted equipment and supplies in the exhibit production areas; identified and reported the status of exhibits and supplies.