



 **ORIOSDESIGNS**™

I am a creative individual who is motivated with positivity and exceptional visual communications skills. As a content creator, my designs have been in campaigns that support the non-profit, education, advertising, entertainment, gaming, health care and pharmaceutical industries. My creativity and skills have allowed me to improve social and environmental importance that impact communities today.



RISE UP NYC

To help bring back New York City's electric energy, Globestar Media Entertainment and Orios Designs were asked to team up and create the brand identity for the Rise Up NYC free concert series. As Creative Director, I was responsible for creating the artwork that went into the digital, OOH, and print design.

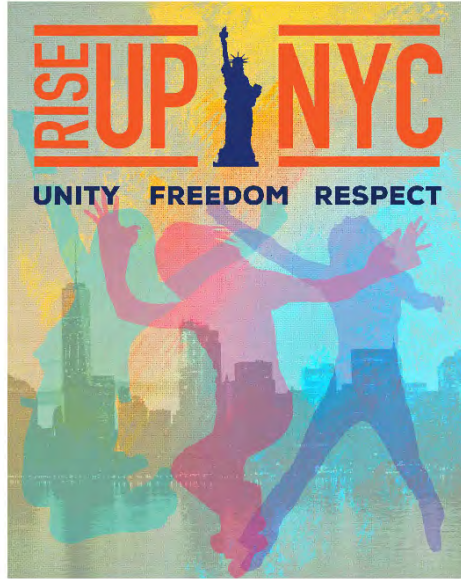


LOGO DESIGN BRAND IDENTITY

The concept was to create a brand identity that is vivid, and identifiable to help navigate New Yorker's through the city on multiple platforms. The iconic New York license plate was used as an inspiration. The design was added on all marketing and promotional materials for both digital and OOH print ads through out NYC.



RISE UP NYC
UNITY FREEDOM RESPECT



PRINT AND DIGITAL OUT OF HOME DESIGN

Outdoor advertising can elevate a brand's exposure. A collage of images including people dancing, the NYC skyline and paint splats expressed a fun and vibrant look. We used OOH advertising, bus shelters, posters and digital marketing to promote the #RiseUpNYC hash tag, the website and concert locations.



SOCIAL MEDIA MARKETING DESIGN

The Rise Up NYC social media strategy was designed to fulfill the promise of the overall event core initiatives, "Inspire nostalgia & bring NYC residents together". Staying within the brands identity, I created a look and feel that stays consistent on all digital platforms. The digital flyers were used to promote all concerts on Facebook, Instagram and news outlets on the web .



STAGE DESIGN

Rise Up NYC had exceptional stage presence through out the five boroughs. We worked with many different agencies to help build these historic and memorable concerts for New Yorkers, while maintaining a positive entertaining experience.



JIM BEAM

NGL COLLECTIVE

NGL Collective and Orios Designs worked together to shoot Jim Beam's commercial featuring NY Mets pitcher Edwin "Sugar" Diaz. Award winning Director Ben Dejesus and I once collaborated on a successful ESPN Deportes commercial back in 2001. It was another meaningful experience Art Directing a commercial in El Barrio.



JIM BEAM NGL COLLECTIVE

The concept was to film Sugar walking through the fascinating streets of East Harlem as he engages with his community. Edwin describes how he grew up in Naguabo, Puerto Rico and how his parents helped him fulfill his dream of becoming a baseball player. Edwin reunites with family and friends as they enjoy a few Jim Beam cocktails at his favorite restaurant in El Barrio. It was truly an amazing experience meeting Edwin but also working with the imaginative NGL Collective team.

DRIVE IS AGELESS

RESILIENCE DEFINES ME
 "After a traumatic brain injury, I discovered running & a new breath of life. I just wanted to keep moving & have since run 11 marathons." — Mauricio Blandino
 Advocate for brain injury survivors, Marathon runner

MAURICIO

NYC Department for the Aging nyc.gov/AgelessNewYork
 #AgelessNewYork #CombatAgeism

RHYTHM IS AGELESS

MOVEMENT DEFINES ME
 "When I tell people I'm a hip hop dancer, I get this strange look...C'mon, what's so surprising about an older person doing splits anyway?" — Myrna Majors
 Dancer, Anti-Violence Advocate, Consultant

MYNA

NYC Department for the Aging nyc.gov/AgelessNewYork
 #AgelessNewYork #CombatAgeism

PURPOSE IS AGELESS

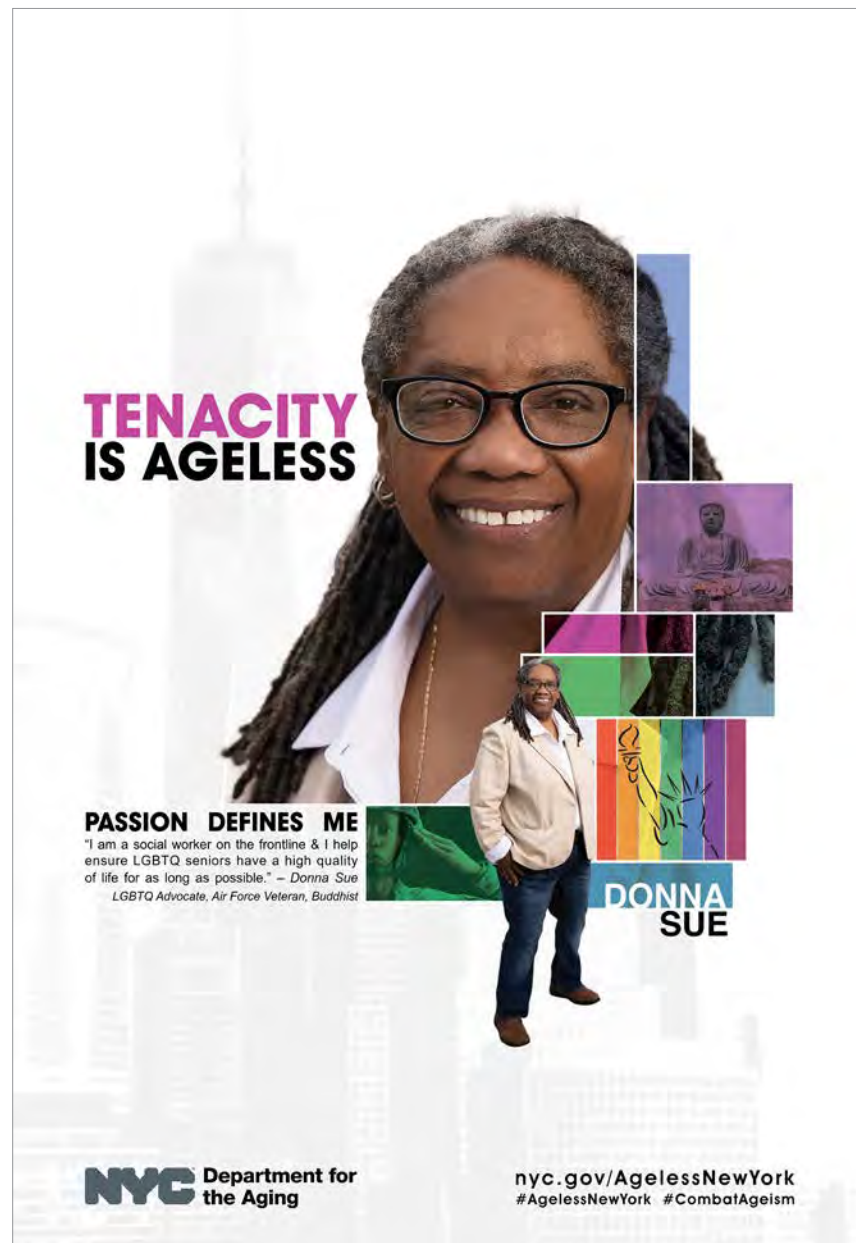
SERVICE DEFINES ME
 "I've helped schools in New York City stock and transport fifty-three 40 foot shipping containers to 900 schools in Zimbabwe, Nigeria, Ghana and other countries, all after retiring." — Mark Grashow
 Retired teacher, Non-profit Leader, Swimmer

MARK

NYC Department for the Aging nyc.gov/AgelessNewYork
 #AgelessNewYork #CombatAgeism

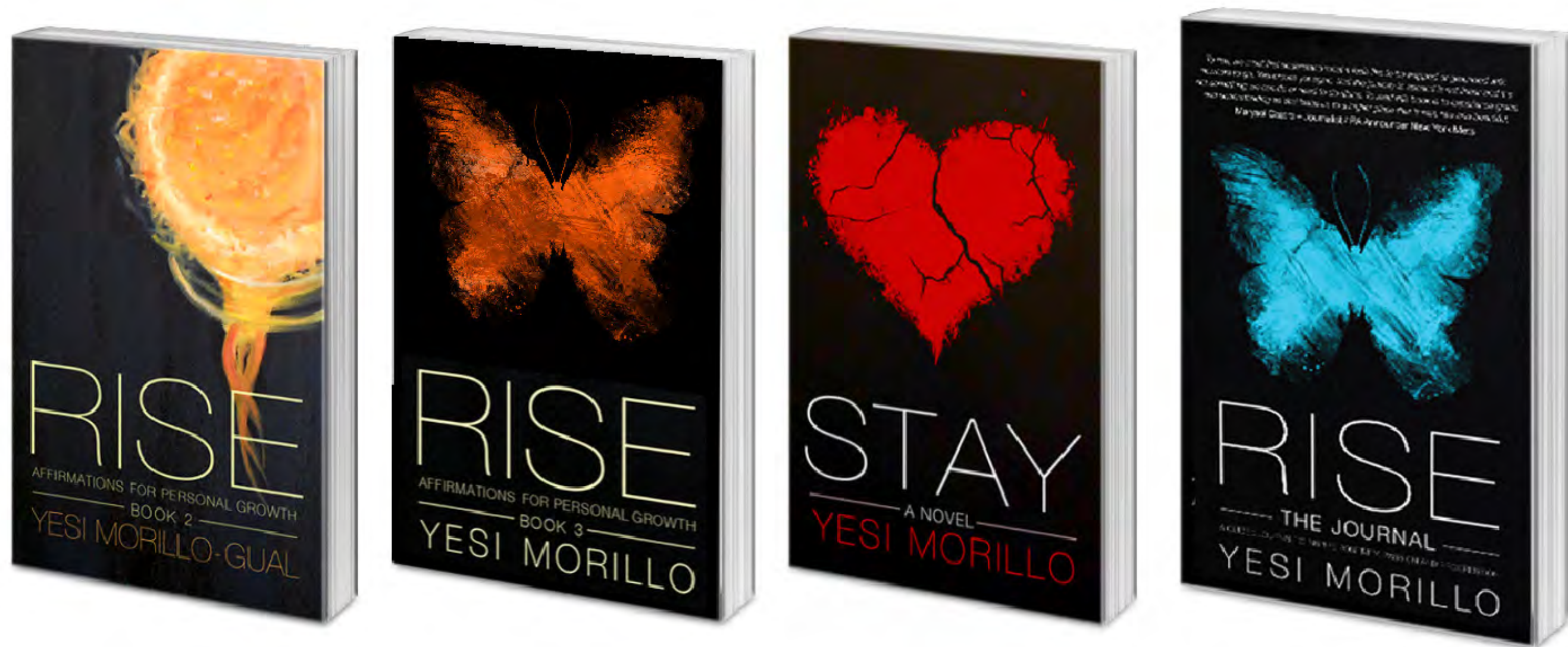
NYC DEPARTMENT FOR THE AGING

The Ageless New York Campaign was created to raise public awareness about anti-agism. The NYC Department for the aging featured eight New Yorker's to tell their unique stories. The campaign used the hash tag #AgelessNewYork and #CombatAgesim to reach a larger audience and help spread awareness.



NYC DEPARTMENT FOR THE AGING

Create The Remarkable and Orios Designs collaborated together on the ideas for the print and digital design. The fascinating photos taken by Creative Director and Photographer Shirley Rodriguez showcase each ageless person while the images in the boxes represent their unique personality. We created numerous concepts that conveyed clean and beautiful print ads that were displayed through out New York City.



YESI MORILLO

Yesi Morillo is a former Wall Street executive and award-winning Entrepreneur. Written by Yesi, Rise is a unique collection of quotes designed to inspire, motivate and encourage you to recognize your true potential. Morillo and I collaborated together on all the cover designs for her books. It's always a pleasure working with Yesi and helping her projects come to life.



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CCCADI AR EXHIBIT

The grand opening of The Caribbean Cultural Center African Diaspora Institute #CCCADI was celebrated with a 3-part exhibition, titled Home, Memory and Future. Orios Designs and other artist used AR (Augmented Reality) to exhibit an outdoor virtual tour. "Mi Querido Barrio," (My Beloved Neighborhood) incorporates the AR technology and landmarks locations significant to the culture and history of the African diaspora in El Barrio.



CCCADI AR EXHIBIT

As a resident of East Harlem I used my artwork, photography and videos to uncover the history of my families experience in East Harlem. In this augment, a mural I painted was used as a trigger to show photos of the evolution of my mother's community garden.



CCCADI AR EXHIBIT

Del Pueblo Restaurant was a popular Puerto Rican restaurant in El Barrio. My father owned this neighborhood hot spot while also taking photography lessons. The Blippar app allowed me to go back in time to exhibit photos taken inside Del Pueblo. Thanks to CCCADI for training me to use the AR technology to help preserve our history.

The logo for High 5 Games is displayed in a bold, three-dimensional gold font. The letters 'H', 'I', 'G', 'A', 'M', 'E', and 'S' are in a standard sans-serif typeface, while the '5' is a large, stylized numeral. A small 'TM' trademark symbol is positioned at the end of the word 'GAMES'. The entire logo is set against a solid black rectangular background.

HIGH 5 GAMES™

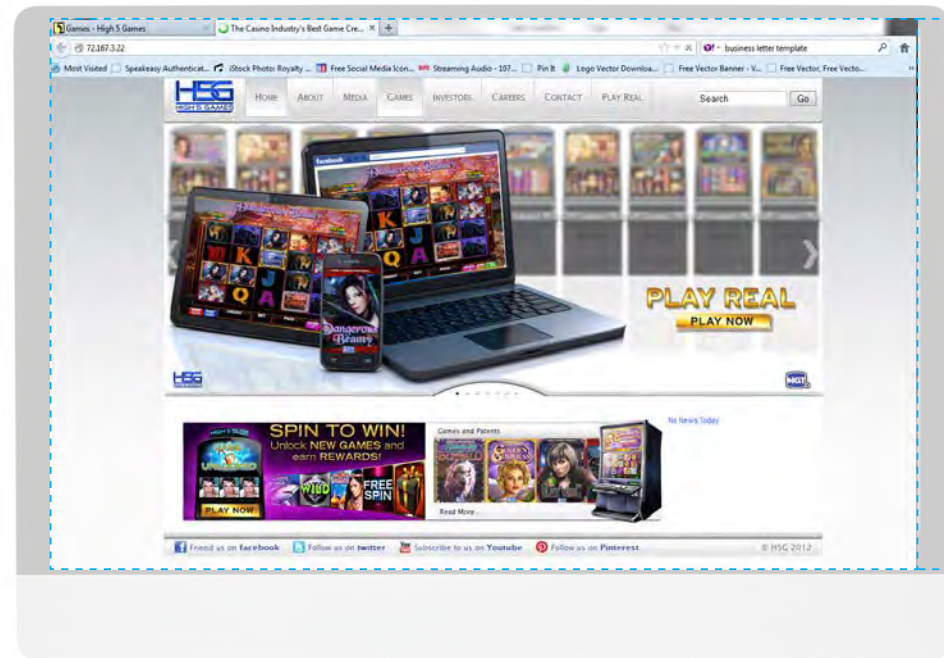
HIGH 5 GAMES

High 5 Games is the premier game creator of the casino industry. H5G has created many of the gaming industry's most renowned brands. In 2011 I collaborated with the creative team and redesigned the company's brand identity and continued to showcase its prosperous reputation.



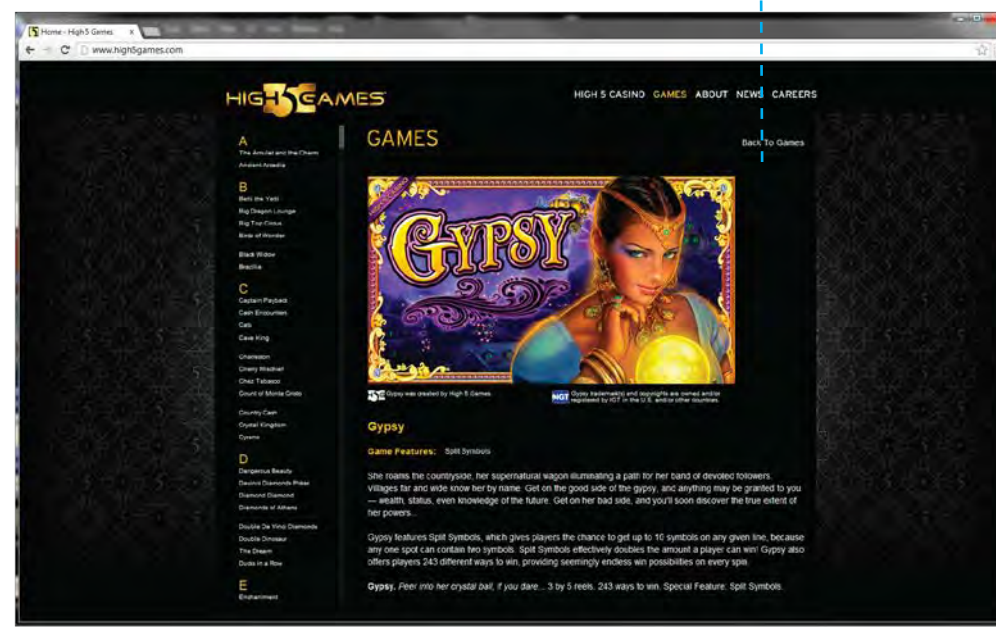
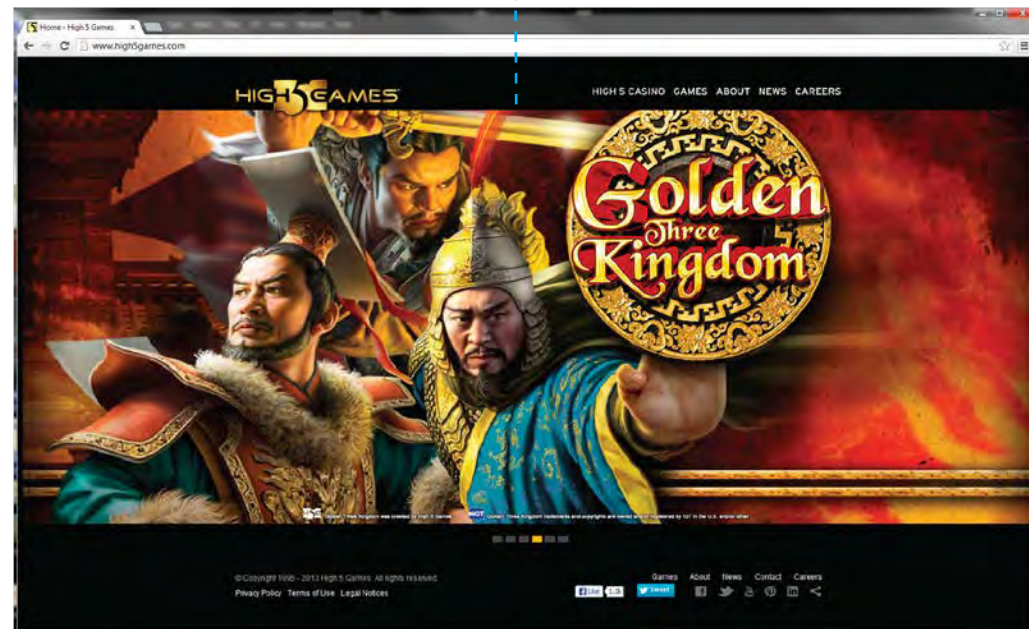
HIGH 5 GAMES BRAND **IDENTITY**

The High 5 Games logo was the first step in re-branding the company identity. The gold color conversion demonstrates the company's new upscale appearance. We kept the same type face in order to connect with High 5 Games loyal players.

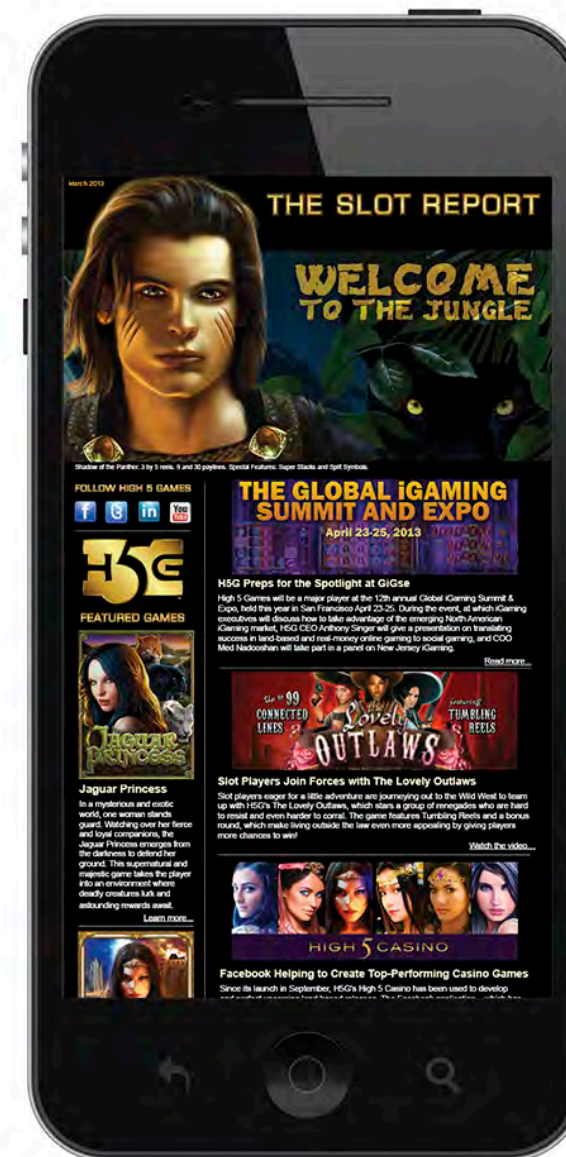


HIGH 5 GAMES DIGITAL MARKETING

As Senior Visual Designer at High 5 Games, I helped structure the company's Marketing department and increased it's reputation as the world wide leader of casino gaming content provider. H5G's newly designed web site created a fluid user experience on all digital platforms.



High 5 Games' new web design helped B2B and B2C users engage with the company's new releases as well as learning about upcoming events. High 5 Games won The 2012 AGA Voice Award for Best Communications Campaign. It also won Best Manufacturer of the Year at the 2013 Totally Gaming Awards in London.



HIGH 5 GAMES DIGITAL DIRECT MAIL

The Slot Report, is a monthly newsletter sent to High 5 Game subscribers and gaming industry professionals. The American Gaming Association nominated The Slot Report 2 years in a row for best digital direct mail. H5G was the only company that did not use an outside agency to assist with its campaign.



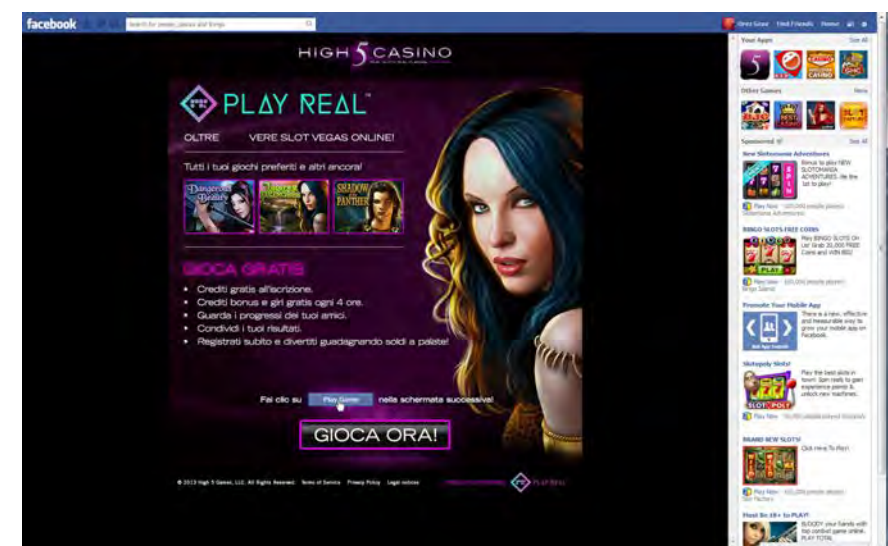
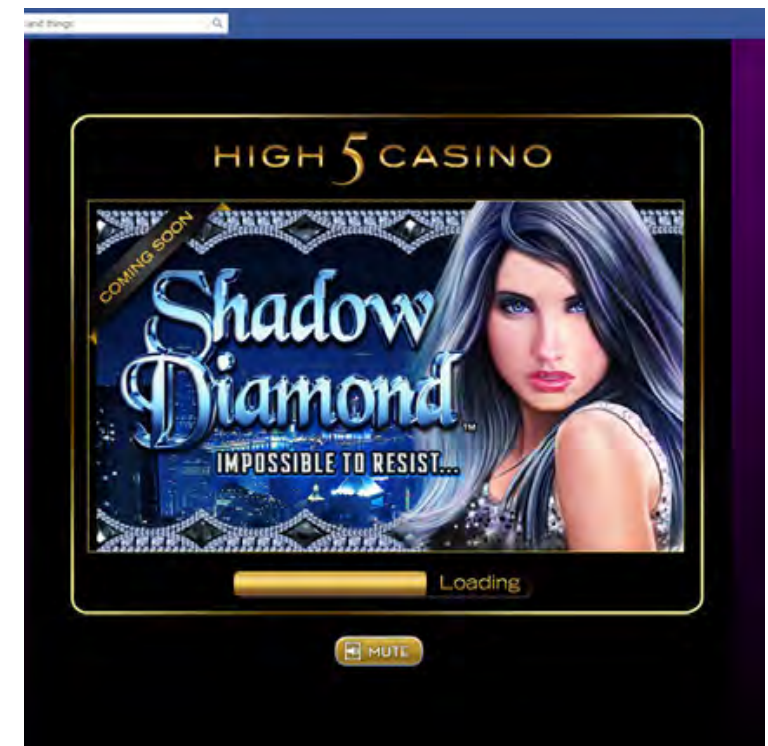
HIGH 5 GAMES ADVERTISING DESIGN

These digital and print ads were showcased at The Global Gaming Expo in Asia and London's International Casino Expo. The ads were recognized as one of the best ad campaigns during the expo.



HIGH 5 CASINO SOCIAL MEDIA

High 5 Casino was named fastest growing virtual casino on Facebook in 2012. I was responsible for creating icons, promotional banners and images for new game releases.



HIGH 5 CASINO SOCIAL MEDIA

I also prepared stills and transition assets for land based, social and mobile platforms. With the use of Adobe After Effect, Photoshop and Illustrator the images were translated within 12 languages.



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