



 **ORIOSDESIGNS™**

As a positive and creative individual with strong visual communication skills, I have designed campaigns for non-profits, educational institutions, advertising agencies, entertainment companies, gaming studios, healthcare providers, and pharmaceutical firms. My creative talents and expertise have made a positive impact on communities today.



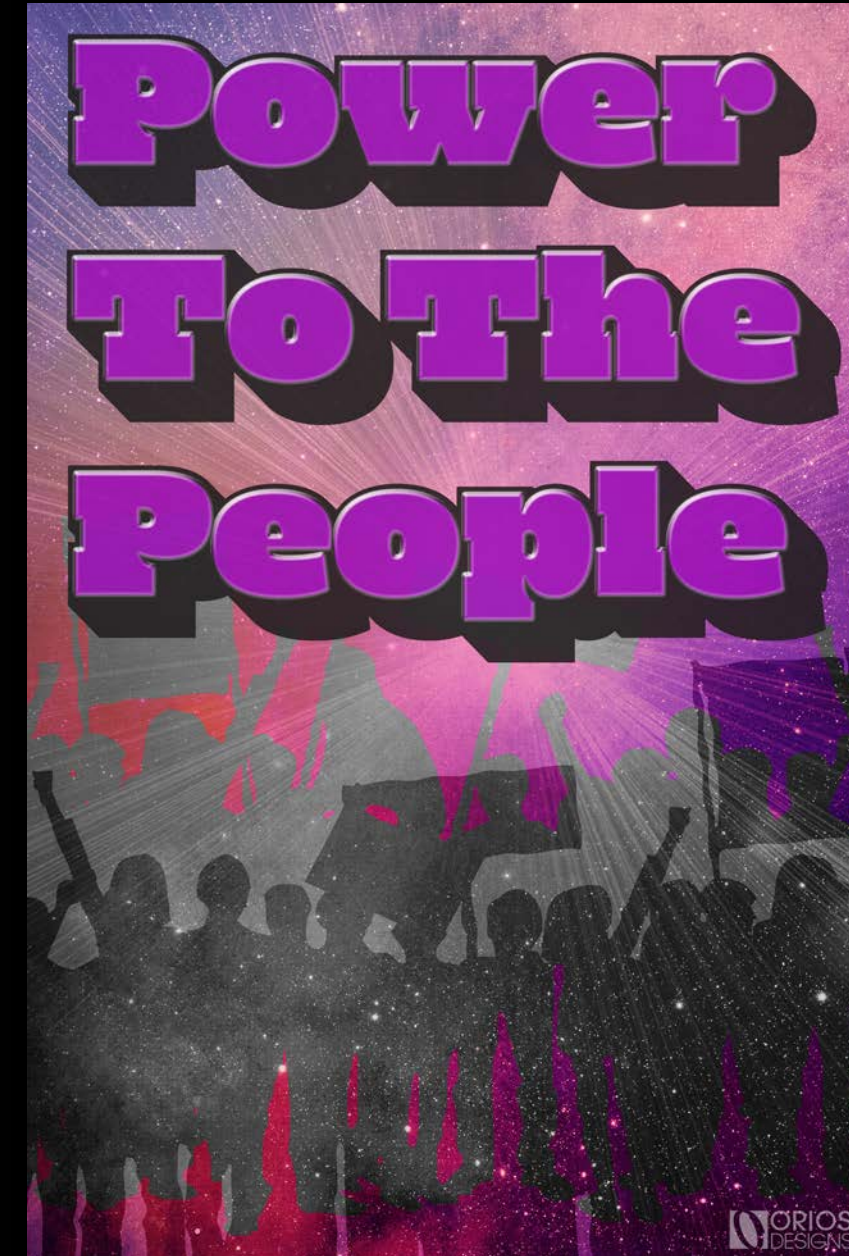
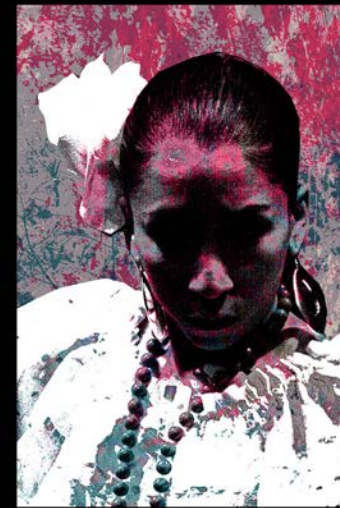
AMERICAN HISTORIA

“VOCES American Historia: The Untold History of Latinos,” created by John Leguizamo, is a three-part PBS documentary series that takes viewers on an engaging journey through the untold history and contributions of Latinos. The series spans thousands of years, from the Ancient Empires to the early 1970s, exploring both well-known and lesser-known stories.



ART DIRECTION

The project of recreating the deleted content from history books through the display of posters was highly inspiring. I collaborated closely with Director Ben Dejesus, Producer Nicole Pritchett, and the production crew to enhance the cultural aspect of the production set.



VISUAL DESIGN

I utilized Adobe Photoshop and Illustrator to create digital posters. Additionally, I incorporated mixed media art, traditional handmade signs, and Linocut prints to enhance the themes of each episode.



RISE UP NYC

To revitalize New York City's electric energy sector, Orios Designs collaborated to establish the brand identity for the Rise Up NYC free concert series. In my capacity as Creative Director, I oversaw the development of the visual elements that would be integrated into digital, outdoor, and print designs.

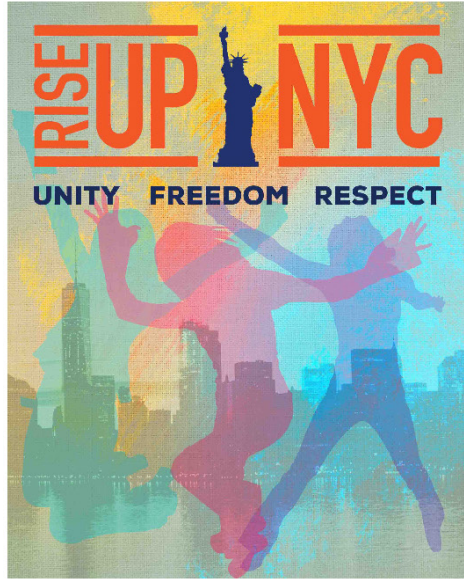
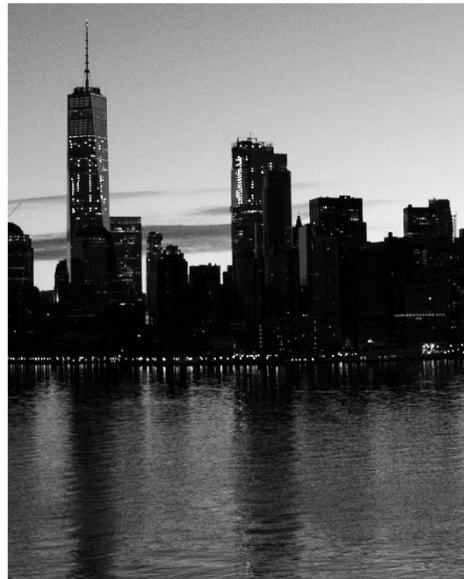


BRAND IDENTITY

The objective was to establish a distinctive brand identity that is both memorable and easily recognizable, enabling New Yorkers to navigate the city effectively across various platforms. The iconic New York license plate served as the primary inspiration for the design. Consequently, the logo was incorporated into all marketing and promotional materials, both digital and outdoor print advertisements, throughout the entire city of New York.



RISE UP NYC
UNITY FREEDOM RESPECT



VISUAL DESIGN

Outdoor advertising boosted brand visibility. A visually appealing collage of people dancing, the New York City skyline, and paint splatters conveyed joy and vibrancy. We promoted the #RiseUpNYC hashtag, website, and concert venues with billboards, bus shelters, and digital marketing.

riseupnycconc... 75 Posts 1,728 Followe... 129 Followi...

Rise Up NYC
riseupnycconcerts.com/

RISE UP NYC
UNITY FREEDOM RESPECT

QUEENS, ROY WILKINS PARK
SATURDAY AUGUST 13TH
DOORS OPEN 2PM SHOWTIME 3-8PM

FREE EVENT

JA RULE RAKIM THE LOX

WWW.RISEUPNYCCONCERTS.COM

EL DIARIO
Desde 1913, El Corazón de la Hispanidad

HURACÁN IAN MES DE LA HERENCIA HISPANA SUBWAY NYC LOTERIA

Publicidad
Workforce management app for call center SEE MORE >
Workforce Management

EL DIARIO NY • NUEVA YORK
Gilberto Santa Rosa dará concierto gratis en El Bronx
El salsero será parte del programa de verano de la Alcaldía "Rise Up New York"

Per: EFE | Actualizado 03 Sep 2022, 14:12 pm EDT

El cantante Gilberto Santa Rosa, uno de los más queridos por el público salsero, se presentará el miércoles 7 de septiembre en Nueva York, como parte de una iniciativa creada por el alcalde Eric Adams para celebrar la unidad, libertad y respeto en momentos en que la ciudad salta de la pandemia de la covid.

"El caballero de la salsa", cuyo concierto será gratuito, es el único artista latino de música tropical elegido para participar de "Rise Up New York", una iniciativa que consiste en diez conciertos de variados géneros en los cinco condados neoyorquinos, que concluyen el próximo 19 de septiembre en Times Square.

RISE UP NYC
UNITY FREEDOM RESPECT

BRONX, ORCHARD BEACH PARKING LOT
WEDNESDAY SEPTEMBER 7TH
DOORS OPEN 6PM SHOWTIME 7-10PM

FREE EVENT

GILBERTO SANTA ROSA

WWW.RISEUPNYCCONCERTS.COM

Al anunciar la creación de "Rise Up New York", Adams destacó que con la serie de shows buscaba alentar a los neoyorquinos a explorar toda la ciudad y reconectar entre sí a medida que se dejaba atrás a la pandemia.

RISE UP NYC
UNITY FREEDOM RESPECT

MANHATTAN, 47TH-50TH ST & BROADWAY
MONDAY SEPTEMBER 19TH
DOORS OPEN 5PM SHOWTIME 6PM TO 10PM

FREE EVENT

WYCLEF JEAN CRYSTAL WATERS SHAGGY JUDY TORRES

DOUG E. FRESH SHANNON C&C MUSIC FACTORY ROB BASE

WWW.RISEUPNYCCONCERTS.COM

SOCIAL MEDIA DESIGN

The Rise Up NYC social media strategy was crafted to align with the overarching event's core initiatives, which aimed to evoke nostalgia and foster a sense of community among New York City residents. Adhering to the brand's identity, a consistent visual and auditory identity was maintained across all digital platforms. Digital flyers were strategically utilized to promote all concerts on Facebook, Instagram, and various news outlets.



STAGE DESIGN

Rise Up NYC delivered exceptional stage presence throughout the five boroughs. We collaborated with various agencies to orchestrate these historic and memorable concerts for New Yorkers, ensuring a positive and entertaining experience.



JIM BEAM COMMERCIAL

NGL Collective and Orios Designs collaborated on the production of Jim Beam's commercial showcasing New York Mets pitcher Edwin "Sugar" Diaz. Renowned Director Ben Dejesus and I previously collaborated on a successful ESPN Deportes commercial in 2001. Art Directing a commercial in El Barrio was another significant experience for me.



ART DIRECTION

The concept was to film Sugar traversing the captivating streets of East Harlem, engaging with his community. Edwin recounts his upbringing in Naguabo, Puerto Rico, and how his parents nurtured his aspiration to become a baseball player. He reunites with family and friends at his preferred restaurant in El Barrio, where they partake in several Jim Beam cocktails. Meeting Edwin and collaborating with the imaginative NGL Collective team was an extraordinary experience.

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

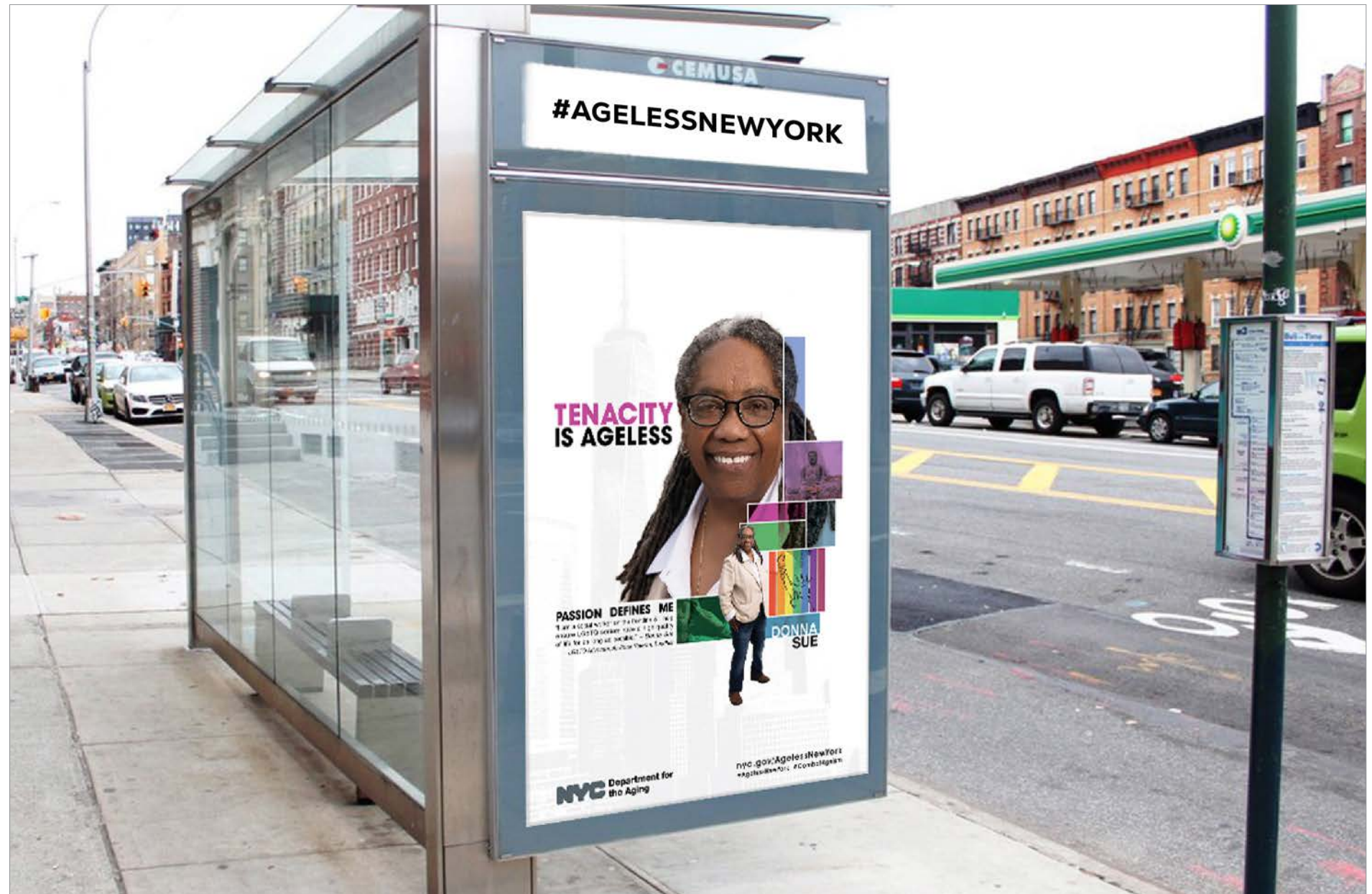
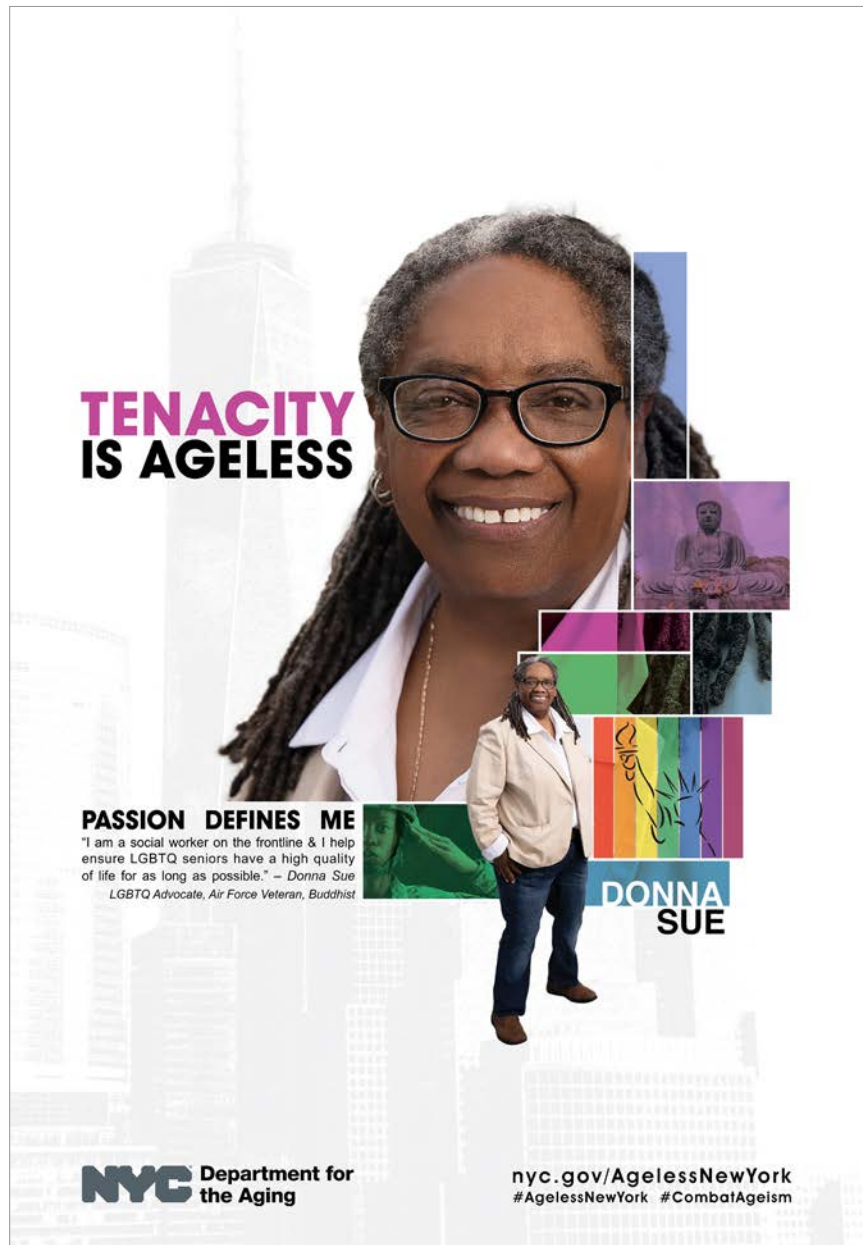
SERVICE DEFINES ME
 "I've helped schools in New York City stock and transport fifty-three 40 foot shipping containers to 900 schools in Zimbabwe, Nigeria, Ghana and other countries, all after retiring." — Mark Grashow
Retired teacher, Non-profit Leader, Swimmer

MARK

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

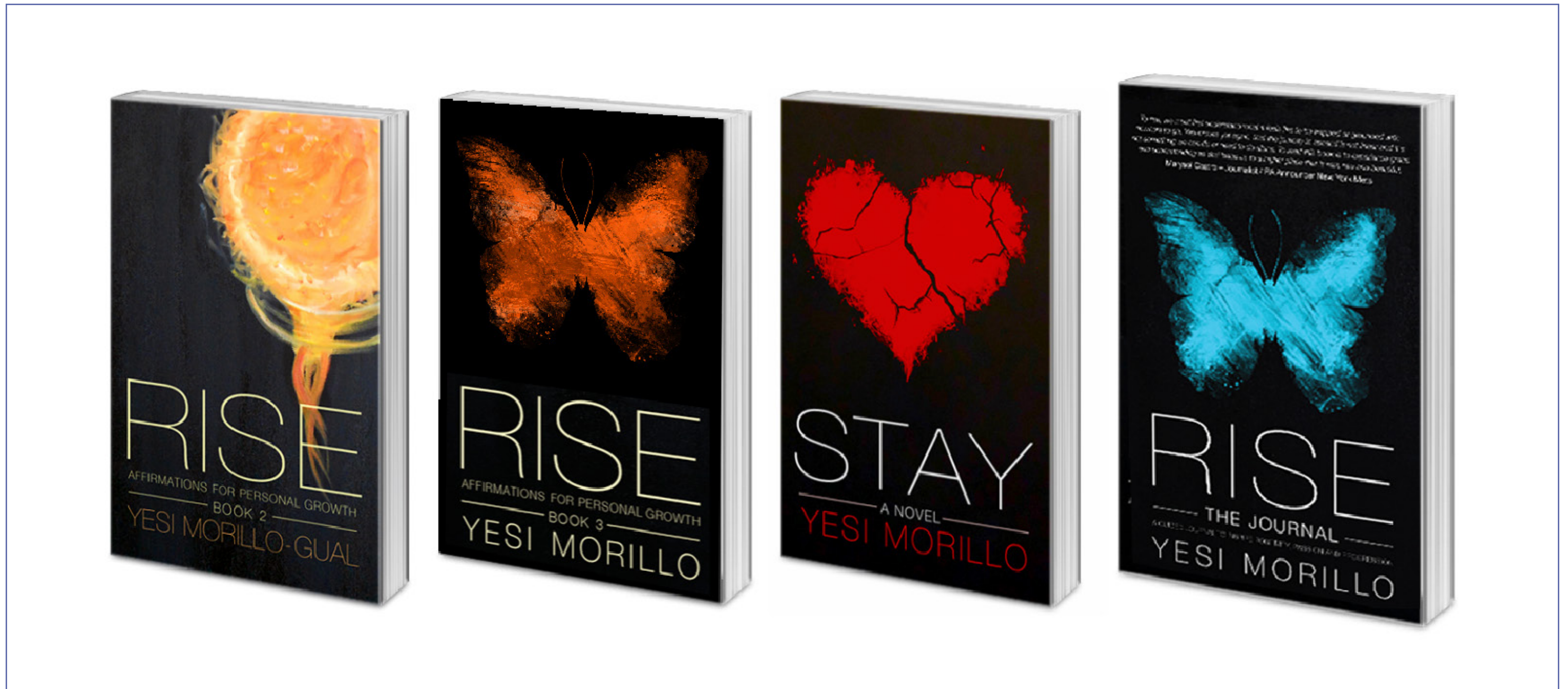
NYC DEPARTMENT FOR THE AGING

The Ageless New York Campaign was established to raise public awareness about anti-aging discrimination. The New York City Department of Aging collaborated with eight New Yorkers to share their distinctive experiences. The campaign employed the hashtags #AgelessNewYork and #CombatAgeism to expand its reach and foster awareness.



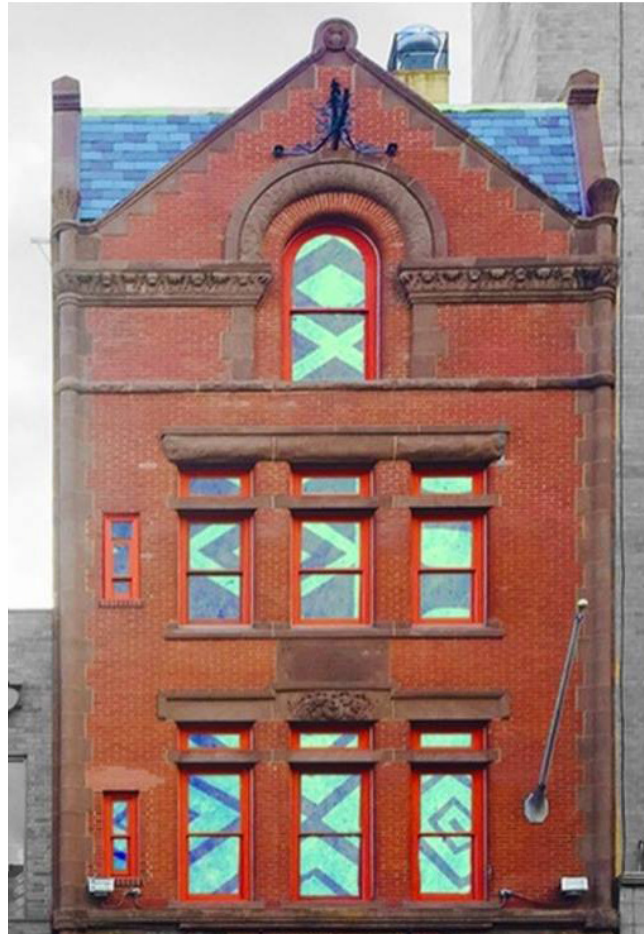
VISUAL DESIGN

Create The Remarkable and Orios Designs conceptualized the print and digital design. Creative Director and Photographer Shirley Rodriguez captured captivating photographs of diverse individuals, embodying youthful timelessness. The images in the boxes showcased each person's unique personality. Shirley and I conceived various concepts, resulting in clean and aesthetically pleasing print advertisements distributed throughout New York City.

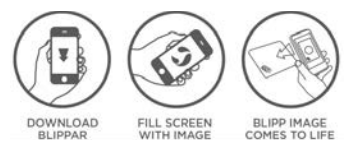


BOOK DESIGN

Yesi Morillo, a former Wall Street executive and award-winning entrepreneur, authored the inspirational and motivational book "Rise." Collaborating with Morillo on all cover designs for her books has been a consistently rewarding experience, as we have successfully brought her projects to life.



 **Interactive Art**
Use the Blippar app
to bring this to life



AUGMENTED REALITY

The grand opening of The Caribbean Cultural Center African Diaspora Institute (CCCADI) was celebrated with a three-part exhibition titled "Home, Memory, and Future." Orios Designs and other artists utilized augmented reality (AR) to present an outdoor virtual tour. "Mi Querido Barrio" (My Beloved Neighborhood) incorporates AR technology and highlights significant landmarks and cultural heritage sites of the African diaspora in El Barrio.



AUGMENTED REALITY

As a resident of East Harlem, I utilized my artwork, photography, and videos to illuminate the historical experiences of my family within the community. Notably, a mural I created served as a catalyst, showcasing photographs depicting the transformation of my mother's community garden over time.



AUGMENTED REALITY

Del Pueblo Restaurant, a prominent Puerto Rican restaurant in El Barrio, held immense significance for my father. While running the restaurant, my father also pursued photography lessons. The Blippar app allowed me to revisit the past and showcase photographs from Del Pueblo. I'm grateful to CCCADI for training me in augmented reality (AR) technology, which has empowered me to preserve our historical heritage.



HIGH 5 GAMES™

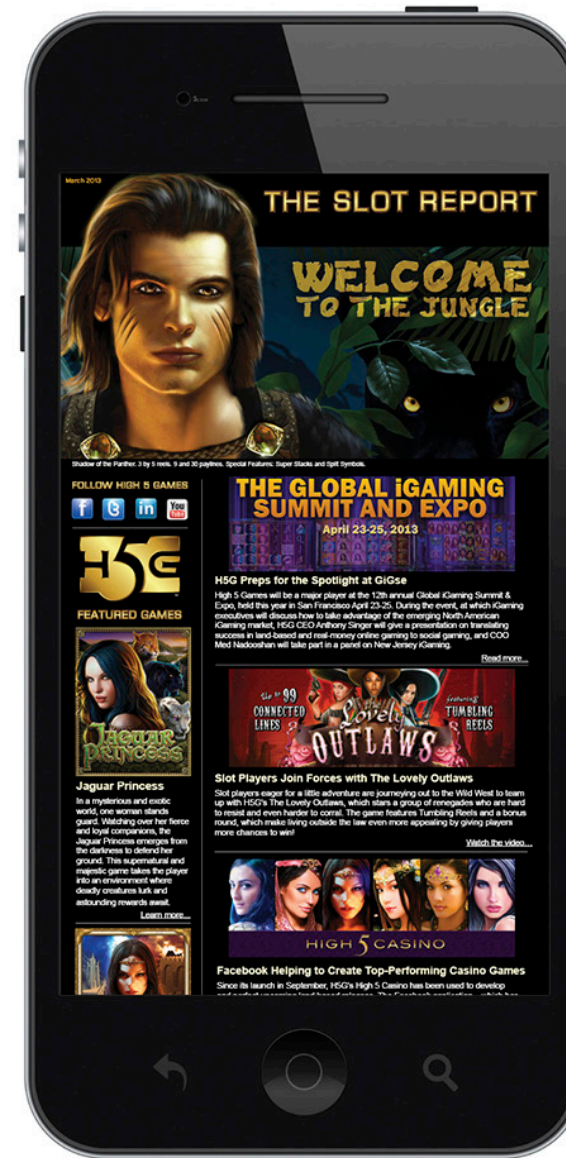
BRAND IDENTITY

High 5 Games, the leading game creator in the casino industry, has crafted numerous renowned brands for the sector. In 2011, I collaborated with the creative team to redesign the company's brand identity, further reinforcing its upscale reputation.



DIGITAL MARKETING

As Senior Visual Designer at High 5 Games, I restructured the Marketing department, boosting the company's reputation as a global leader in casino gaming content. I collaborated with the web development team to redesign, maintain, and update High5games.com. High 5 Games won the 2012 AGA Voice Award for Best Communications Campaign and the 2013 Totally Gaming Awards' Best Manufacturer of the Year award in London.



DIGITAL DIRECT MAIL

The Slot Report, a monthly newsletter for High 5 Games subscribers and gaming industry professionals, has been nominated for best digital direct mail for two consecutive years by the American Gaming Association. Notably, High 5 Games chose to execute its campaign in-house.

ZHI NU 织女
ONE LAST CHANCE

我们新的亚洲 LINKED PROGRESSIVE
具体请看 G2E ASIA BALLY 展位 235

www.high5games.com/mediakit

Bally For more information on Zhi Nu, visit www.bally.com

H5E Zhi Nu was created by High 5 Games.

HIGH 5 GAMES

West Journey Treasure Hunt

我们主要的亚洲游戏
具体请看 G2E ASIA IGT 展位 835

www.high5games.com/mediakit

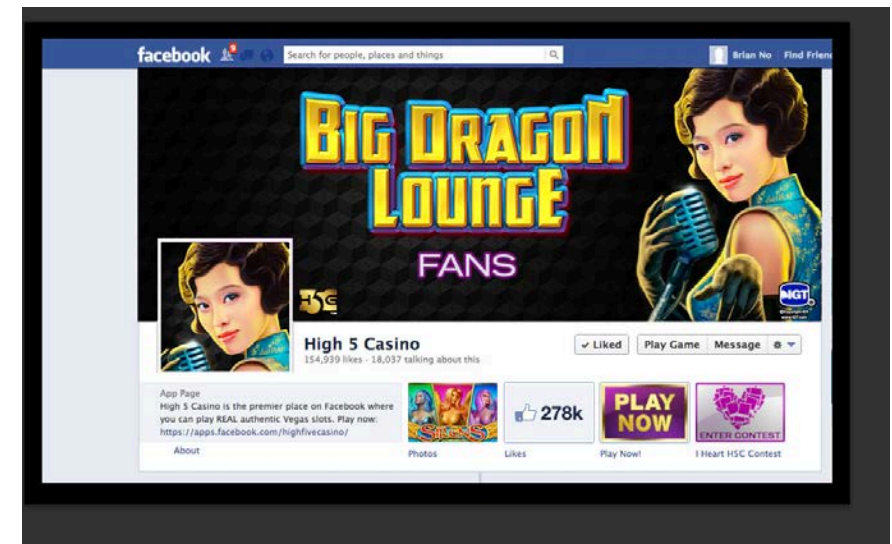
IGT Dangerous Beauty, Four Great Chinese Beauties, Golden Goddess and Golden Three Kingdoms. Trademarks and copyrights are owned and/or registered by IGT in the U.S. and/or other countries.

H5E Dangerous Beauty, Four Great Chinese Beauties, Golden Goddess and Golden Three Kingdoms were created by High 5 Games.

HIGH 5 GAMES

ADVERTISING DESIGN

These digital and print advertisements were presented at The Global Gaming Expo in Asia and London's International Casino Expo. The advertisements were recognized as one of the most successful advertising campaigns during the expo.



SOCIAL MEDIA

High 5 Casino was recognized as the fastest-growing virtual casino on Facebook in 2012. During my tenure, I was instrumental in creating icons, promotional banners, and images for new game releases. Additionally, I prepared stills and transition assets for both land-based, social, and mobile platforms. Employing Adobe After Effect, Photoshop, and Illustrator, I ensured that the graphics were translated into 12 languages.



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 **ORIOSDESIGNS**[™]