

Hella!

My name is

LYDIA ORTIZ

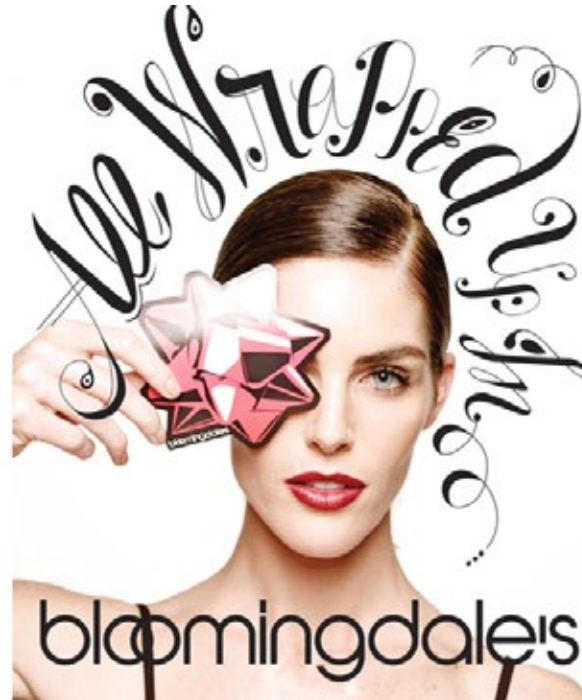
I DESIGN, I DRAW & THIS IS MY PORTFOLIO.

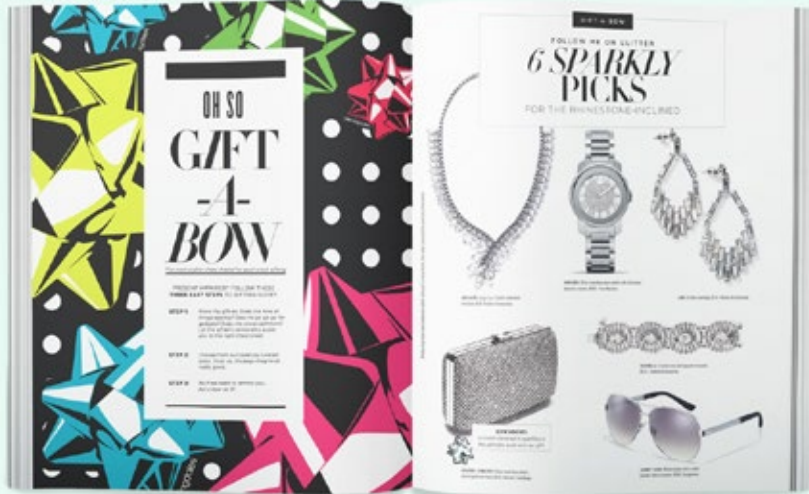
Bloomingdales Holiday 2014 Catalog

Book design, cover design, illustration,
and lettering for the 2014 Bloomingdale's
Holiday Catalog

Client: Bloomingdale's
Art Director: See Cheung,
Christopher Miller
Agency: Chandelier Creative

6 x 9 in; 240 pp;
16-page full-color insert
Published: Holiday 2014



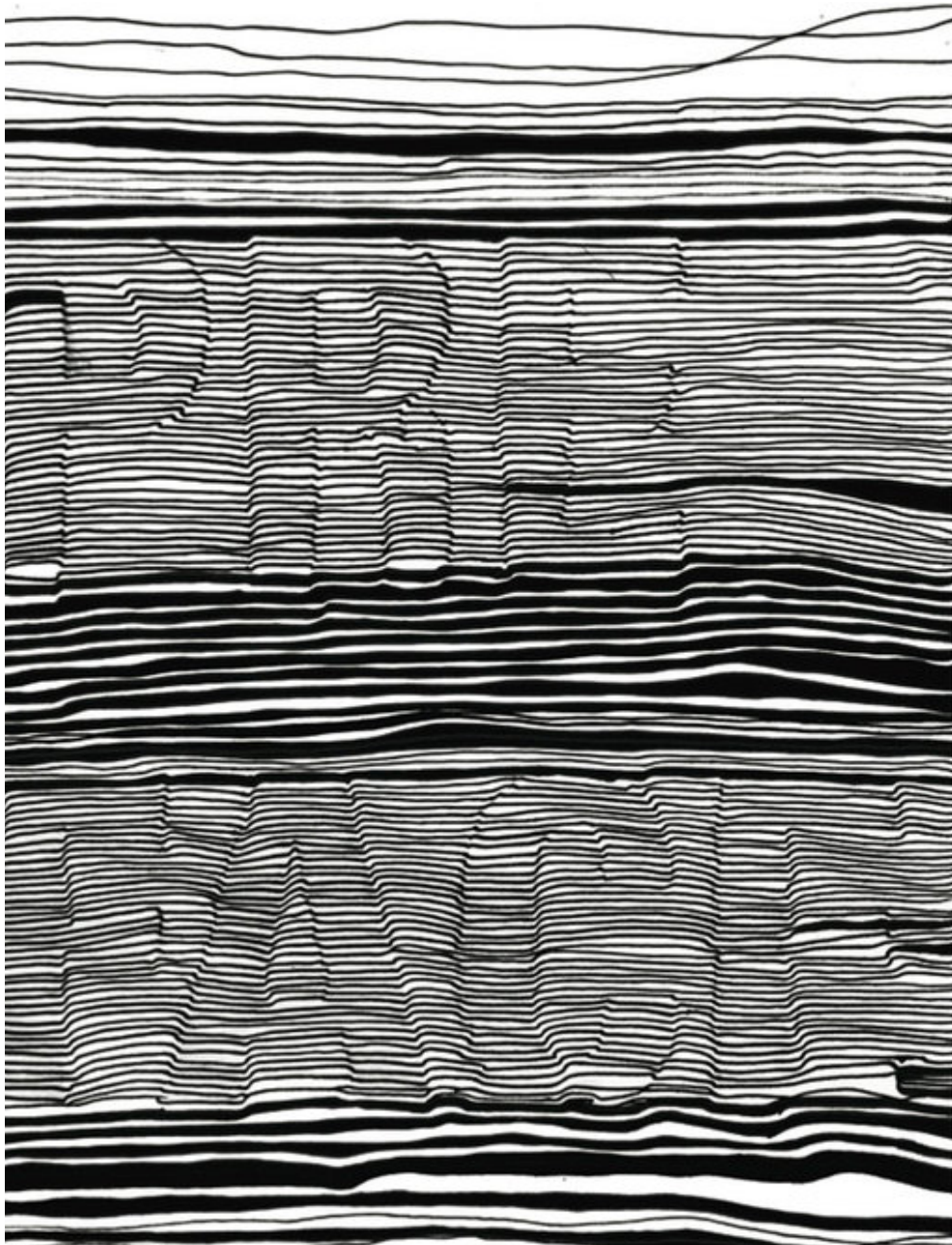


Imigrante Thesis Book

Written, Designed and Illustrated by Lydia Ortiz.
Senior thesis project for California College of
the Arts' BFA in Graphic Design program.

8.25 x 10 in; 260 pages
Full color with
8-page 4-color
screen printed and
acetate insert

- * 2012 Senior Thesis
Award recipient
- * Featured in Design and Ethics:
Reflections on Practice,
published by Routledge.



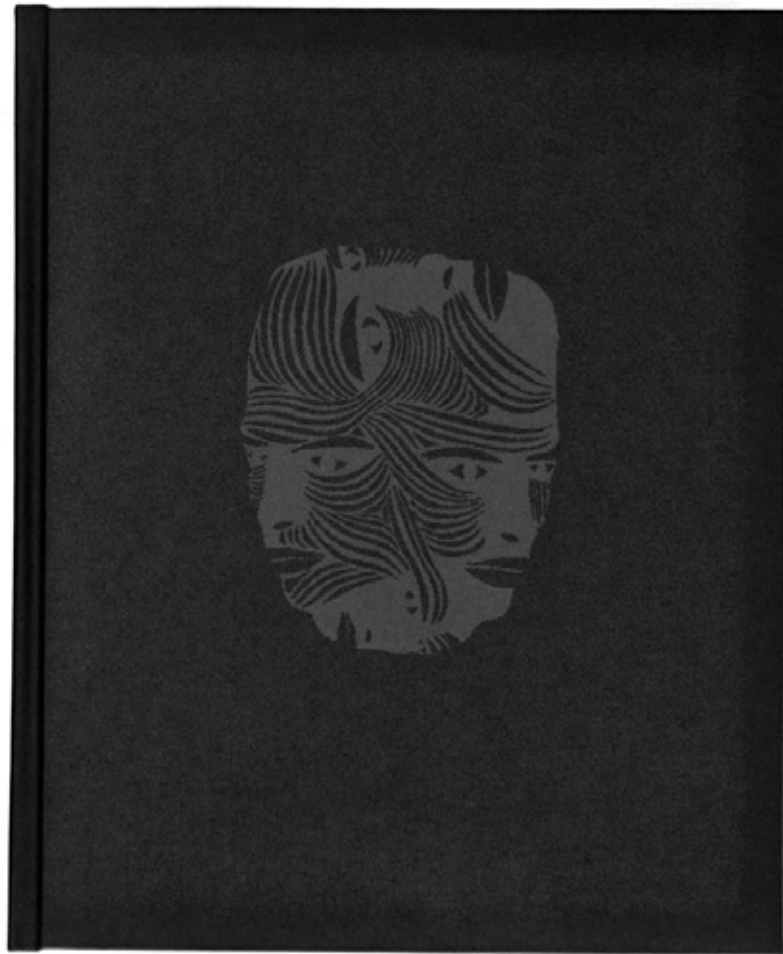
The migration of an individual begins a psychosocial process with lasting effects on identity. This play in identity construction ultimately produces a uniquely augmented identity, one that is neither old or new, but instead complex and layered.

Drawing from my background as Filipino and soon to be American, I have collected in this book, an unusual narrative that looks into my own augmented persona. In a way, this is a very familiar plot, one that we've seen a lot in autobiographical books and movies, where the immigrant comes to America to take a shot at the American dream. But this book is a bit strange, it is still the same story but it's told differently because I'm telling it.

My experience as an immigrant is the biggest adventure of my life so far and you will get to take a peek at it. The chapters in this book were inspired by the 'Welcome To America' immigration packet given to me when I first came here. This book's structure is based on the glossary of the packet, arranging each narrative alphabetically, giving order to an extremely chaotic experience. The characters you'll see in the book are abstract representations of the protagonist, the immigrant, and the author: myself. These characters' forms are constantly changing in each narrative, a rendition of how I constantly wrestled with cultural, social, political, and religious differences and this book does a great job in telling how each experience has changed me anew.

By exploring certain identity shifts that I have undergone as a 19 year old immigrant coming here from the Philippines, this book hopes to illuminate the complexities of identity and self that we all face when entering a new place, and how we move forward.

I hope you enjoy exploring this narrative as much as I enjoyed telling it.







Lydia Ortiz

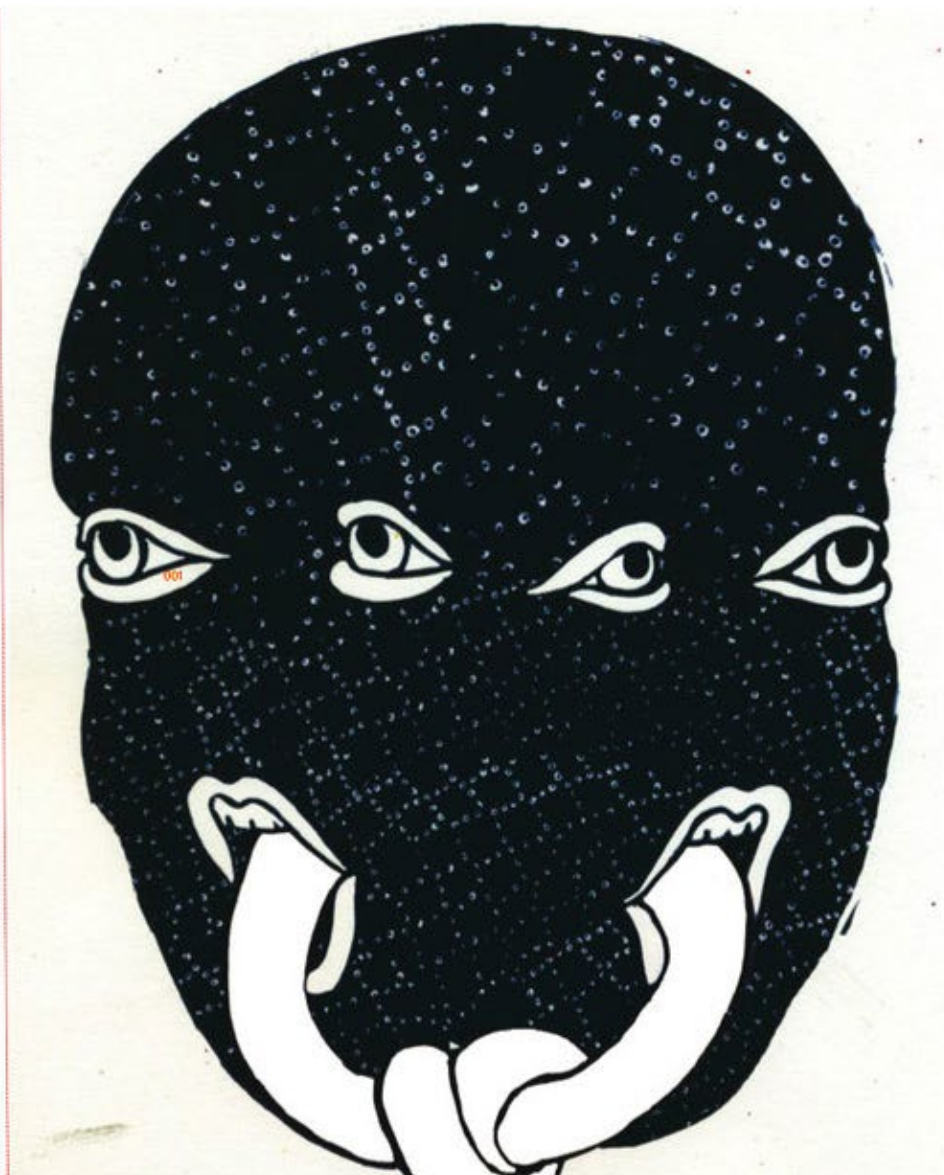
◦ Graphic Design

◦ Illustration



TWO TONGUES / *dalawang dila ko*

I learned in linguistics that code switching is the concurrent use of more than one language. I have been doing this all along and never noticed it. In my eight years of living here in the United States, I've realized that this is the only way for me to communicate. My poor tongue is always caught in the web of binaries. There are certain stories I can tell better in my native tongue, like stories from my childhood, and some stories beg me to use English words to complete them. But to use both languages at the same time is such a strange comfort.



Old Navy, Brand Video Graphics

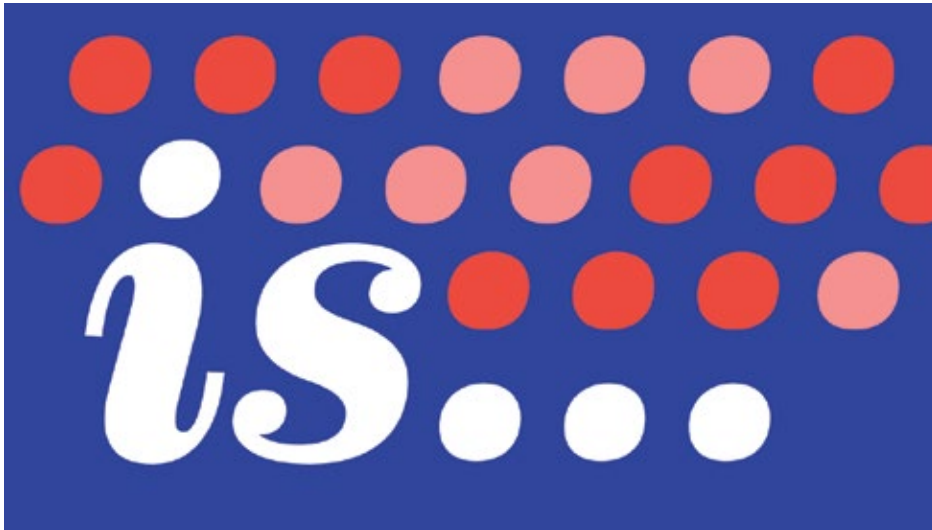
Agency: Chandelier Creative
Art Director: Michael Scanlon

March 2015



AMERICAN

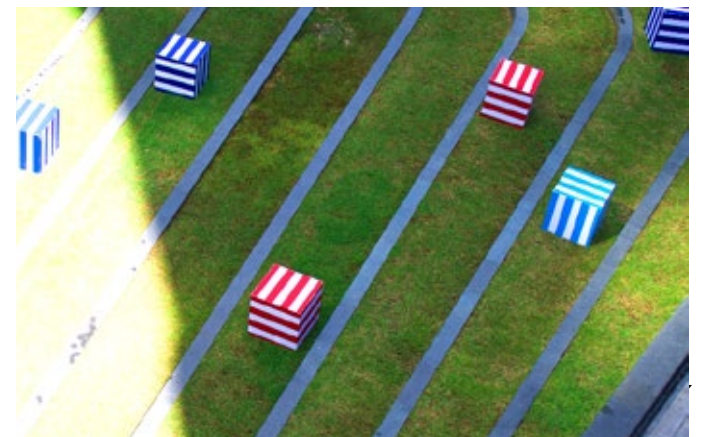




Friends with You **× Central Embassy**

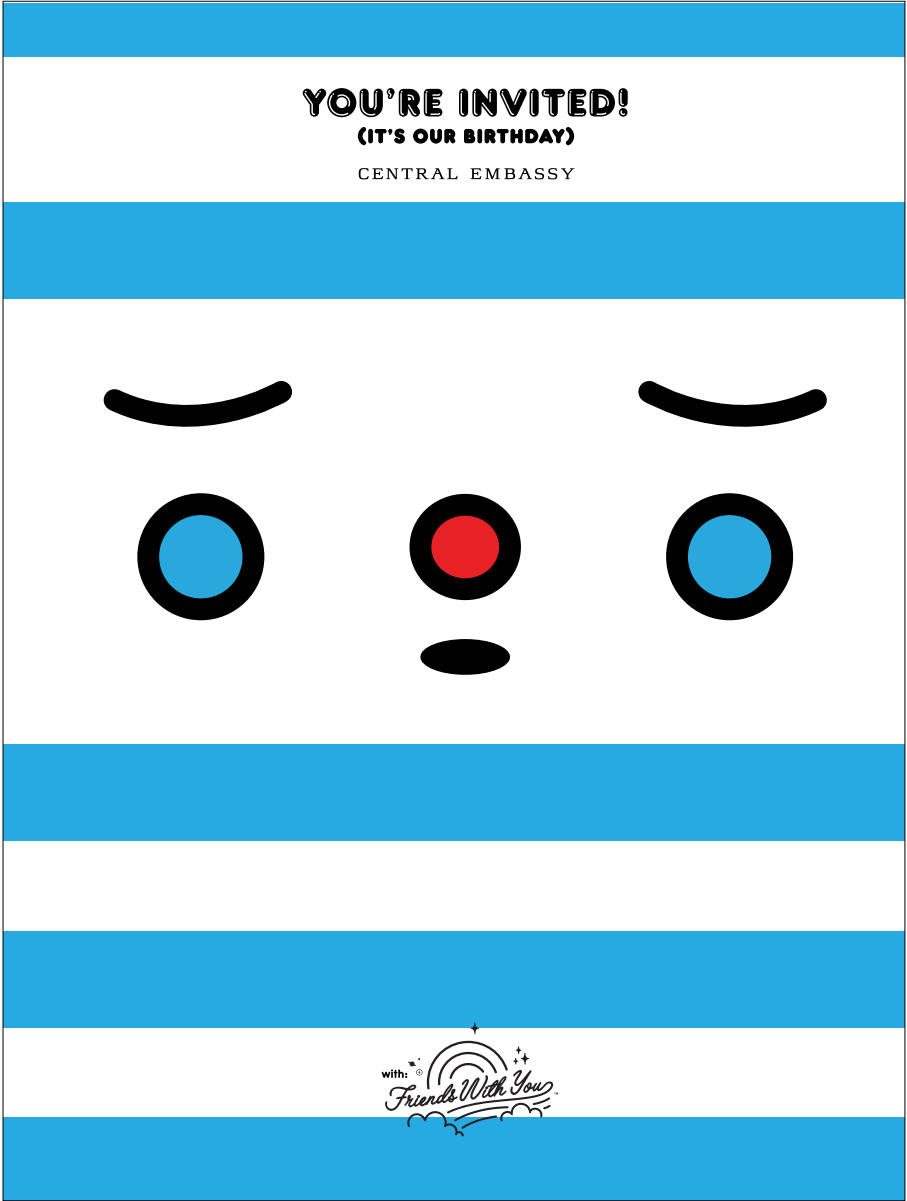
Branding for Central Embassy's 1st Year Anniversary,
in collaboration with Friends with You.

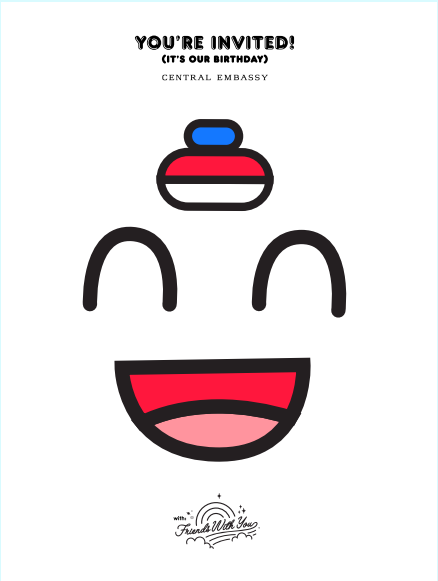
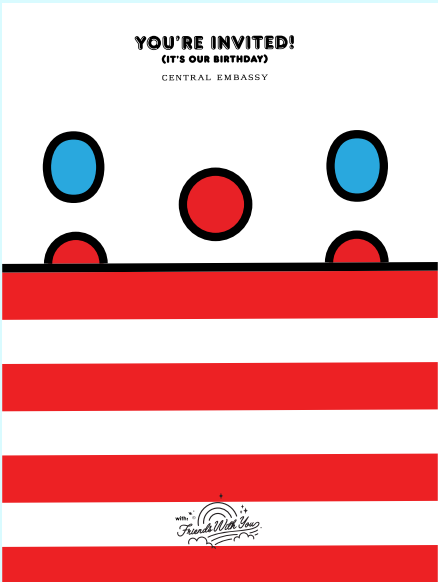
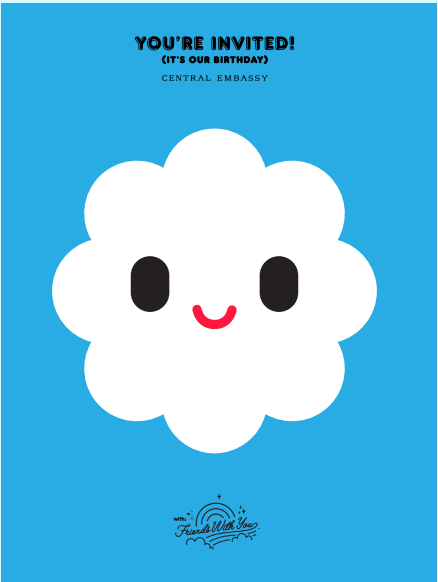
Client: Central Embassy
Collaboration: Friends with You
Agency: Chandelier Creative
Art Director: Kim Ho



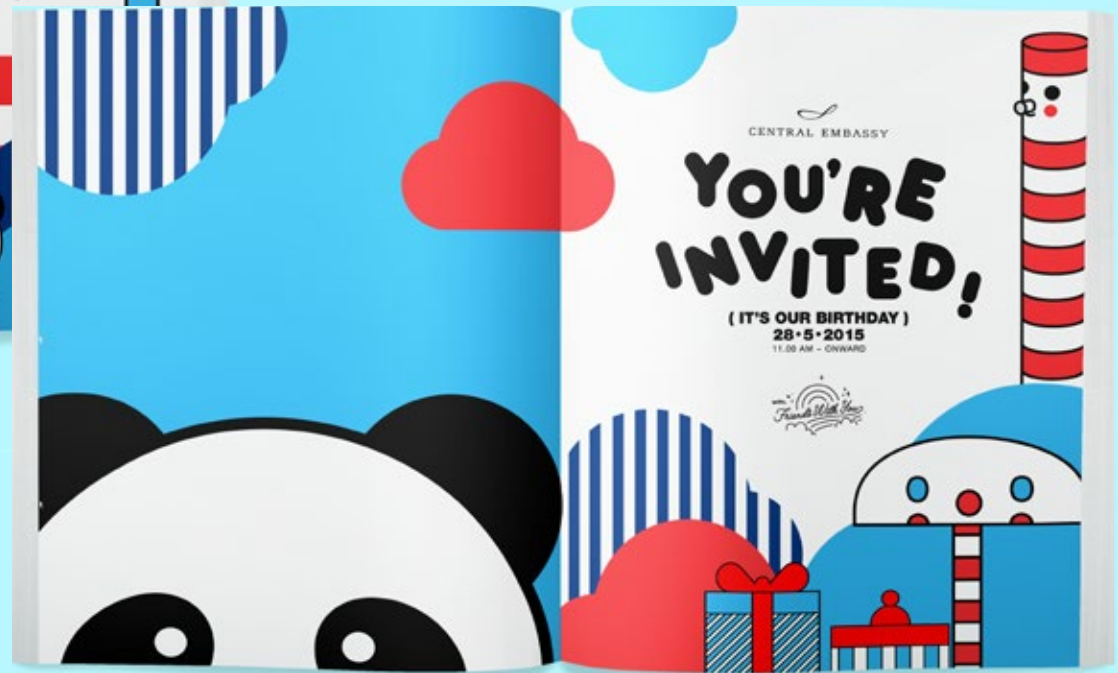
YOU'RE INVITED!
(IT'S OUR BIRTHDAY)

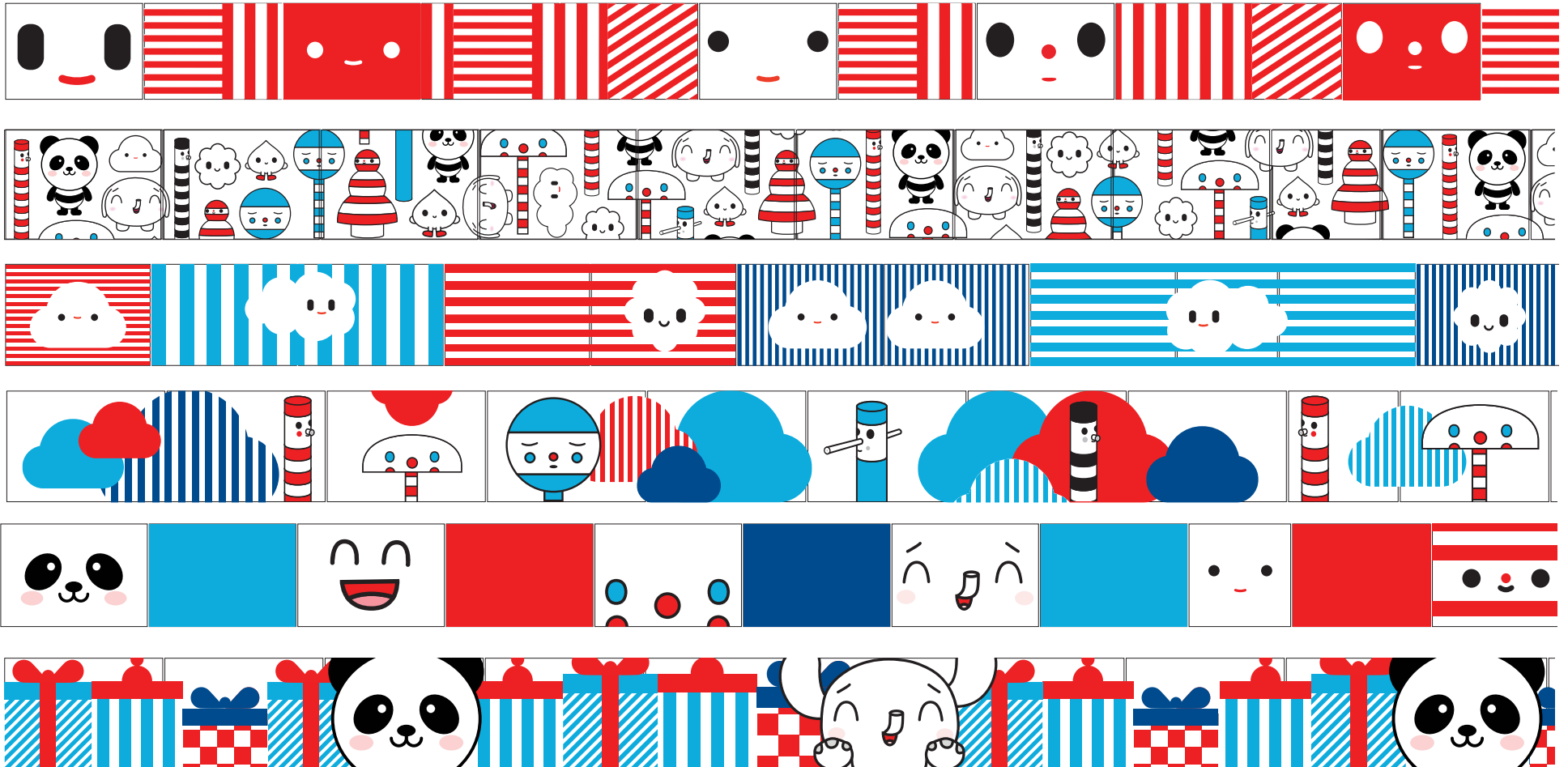
CENTRAL EMBASSY



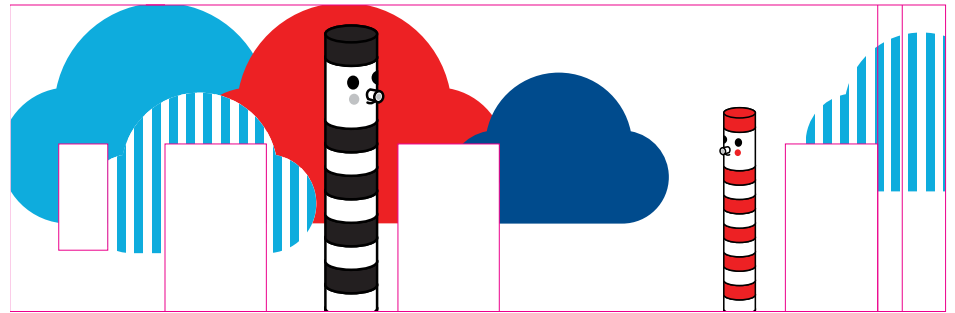
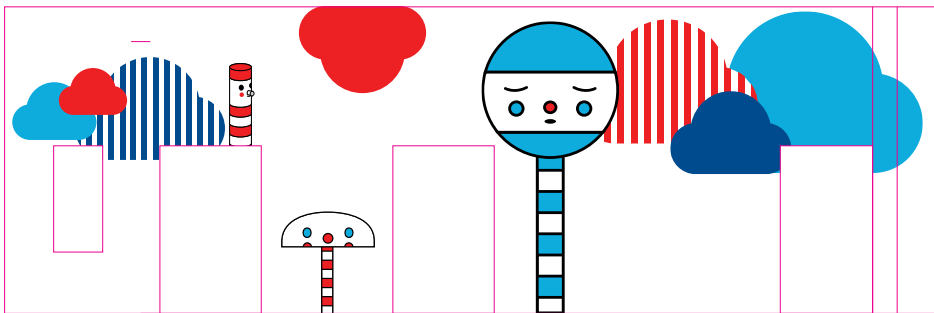
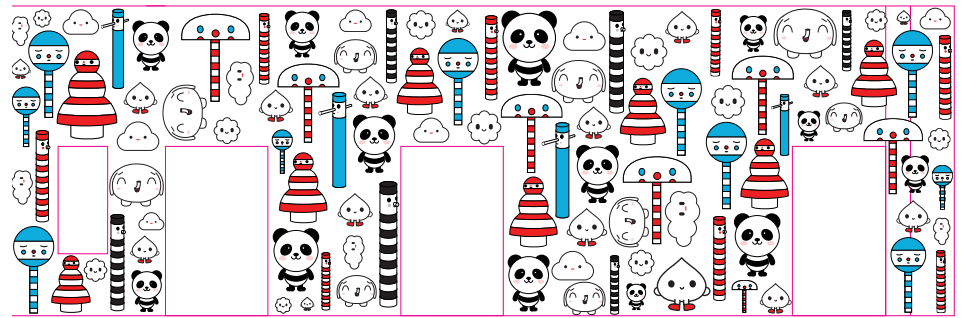
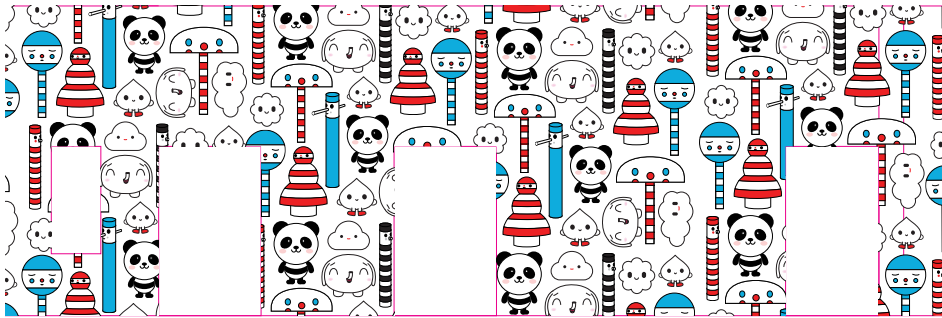
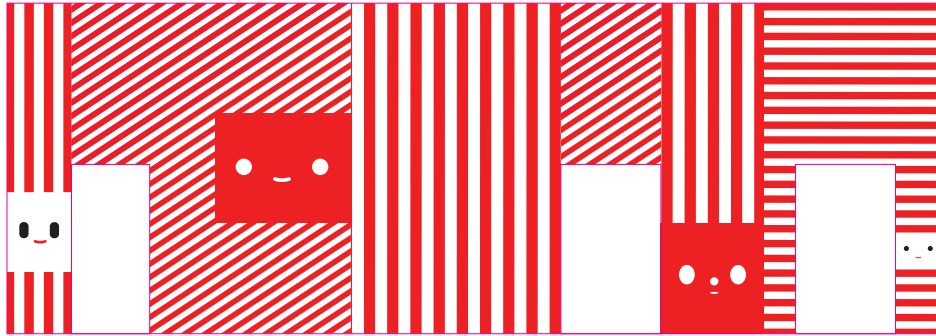


Single Page Print Ads, Published in multiple publications in Thailand.





Designed patterns using Friends with You illustrations for event Installations.
These patterns were used in elevator banks, glass panels and other wayfinding materials.



Designed patterns using Friends with You illustrations for event Installations.
These patterns were used in elevator banks, glass panels and other wayfinding materials.

Lydia Ortiz

◦ Graphic Design

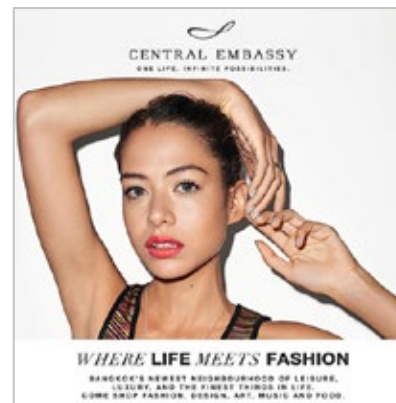
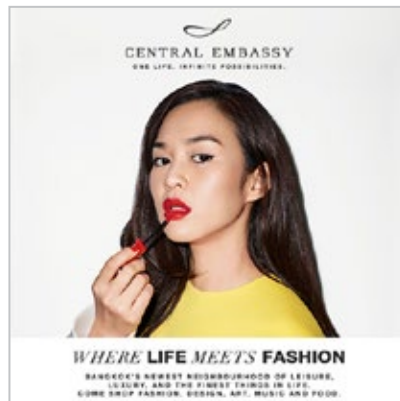
◦ Illustration



Terry Richardson × Central Embassy

Designed layout and graphic toolkit for Central Embassy's One Life campaign with photographer Terry Richardson, web and social media posts.

Client: Central Embassy
Art Direction: Sean Hoang

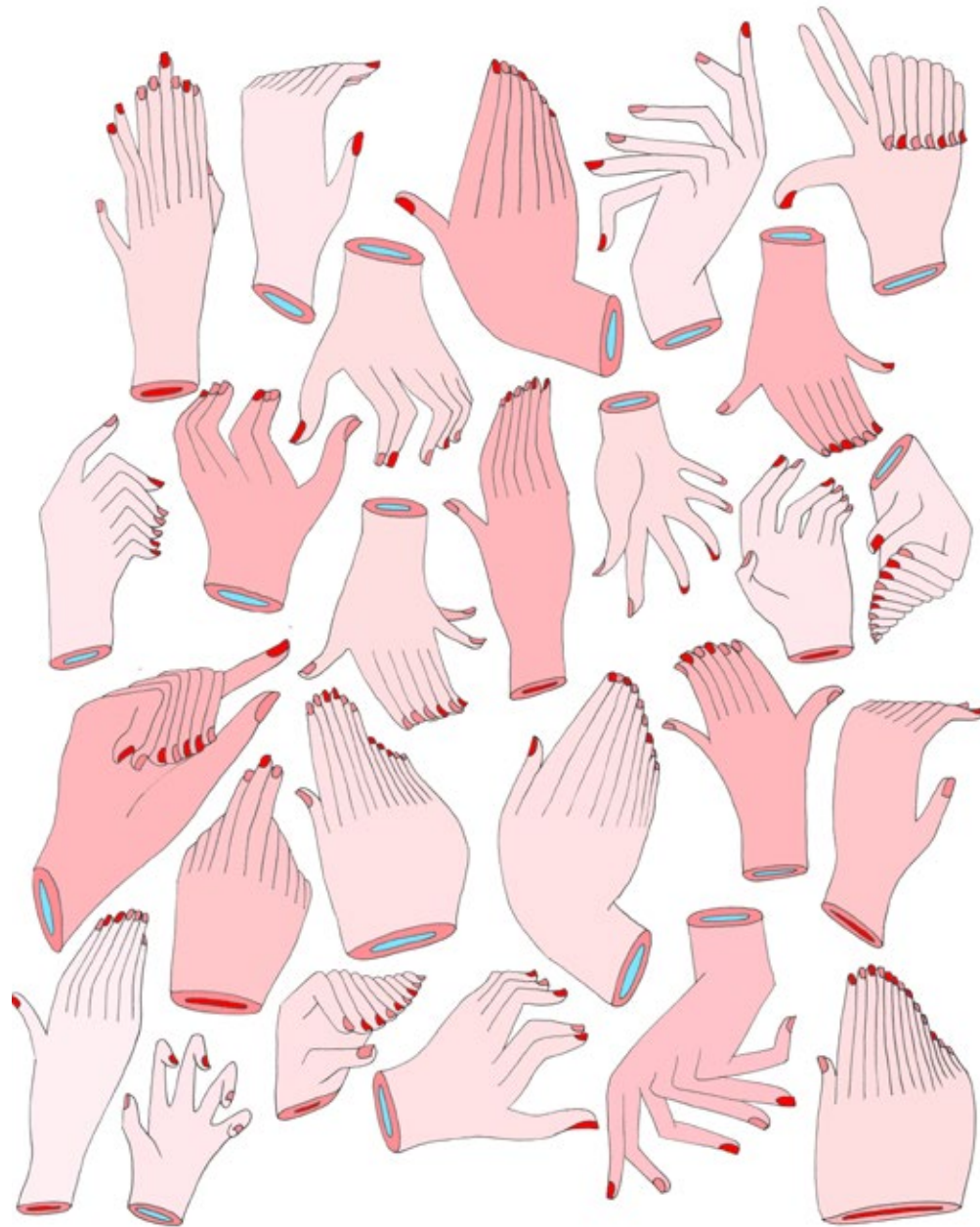






Terry Richardson X Central Embassy, Billboards, 2015

Portals Illustrations + Apparel









Chronicle Books, Chainsaw Confidential

Book design, cover design, illustration, and typesetting for Leatherface's memoir, Chainsaw Confidential.

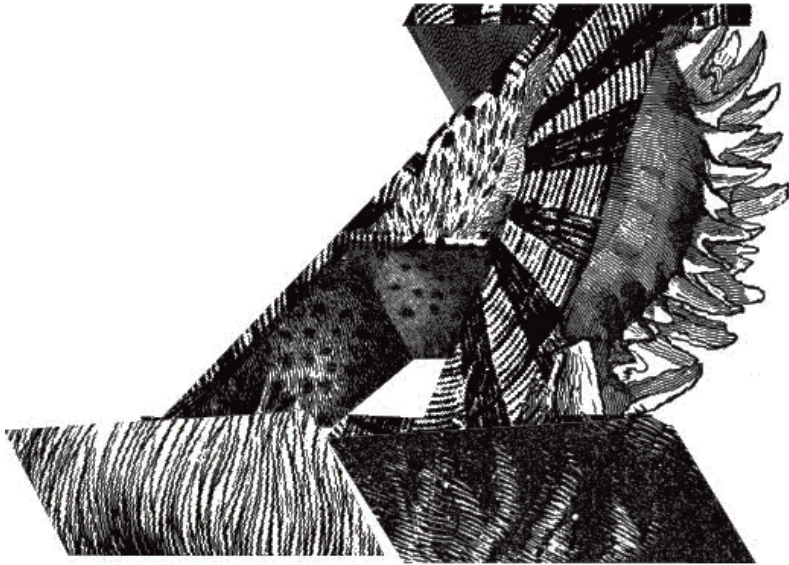
Client: Chronicle Books
Author: Leatherface himself!
Art Director: Michael Morris
6 x 9 in; 240 pp;
16-page full-color insert
Hardcover with jacket
Published: Fall 2013



Grande Animales Alphabet

Hand-collaged lettering using vintage illustrations of art forms in nature and magazine cut-outs of figures.

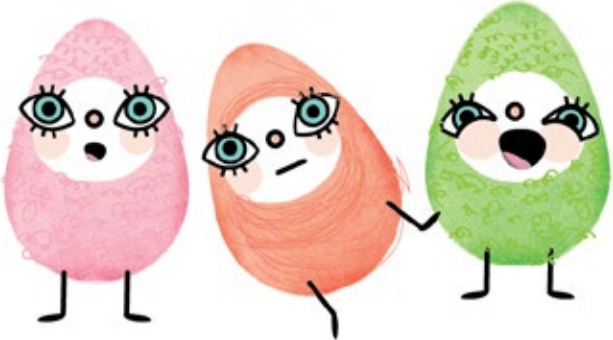
Personal Project
32 hand collaged
8 in x 10 in pieces



Old Navy, Show Me the Bunny

Logo design, character design and illustrations used for bunny mascots, bunny ears, vehicle wraps, stickers, and coloring sheets.

Client: GAP Inc., Old Navy
Art Director: Jonathan Hess



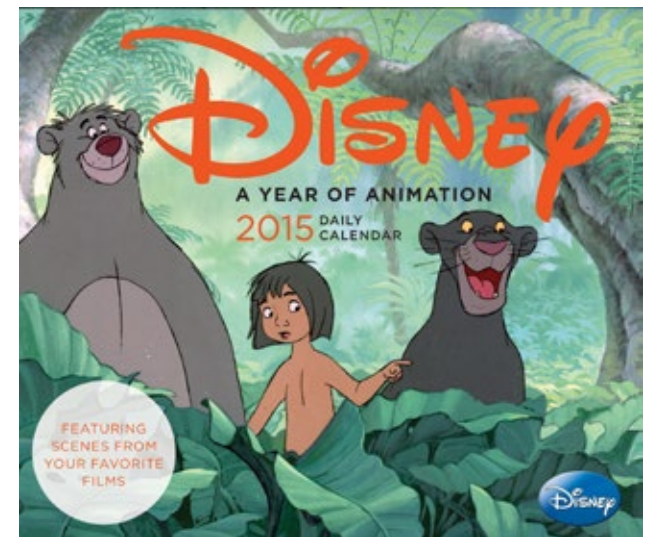
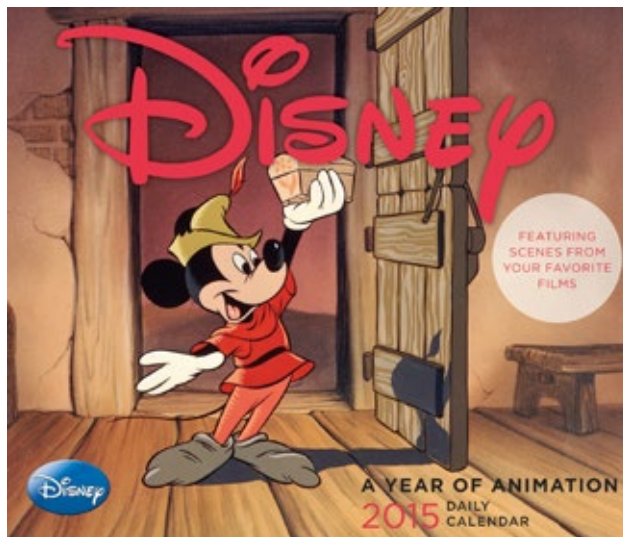
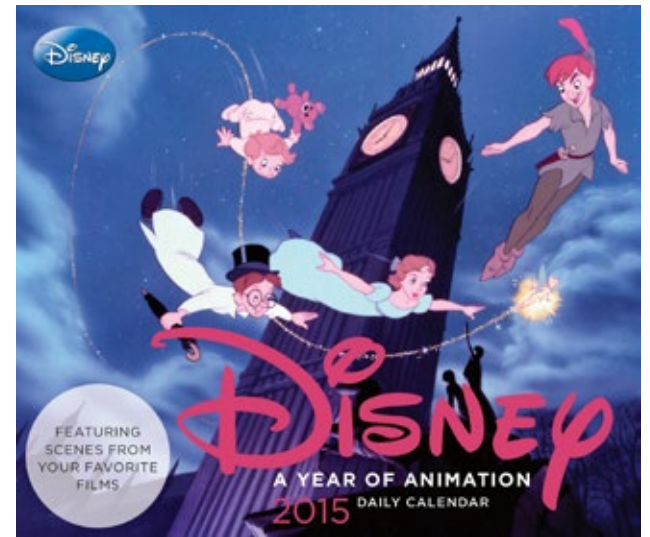
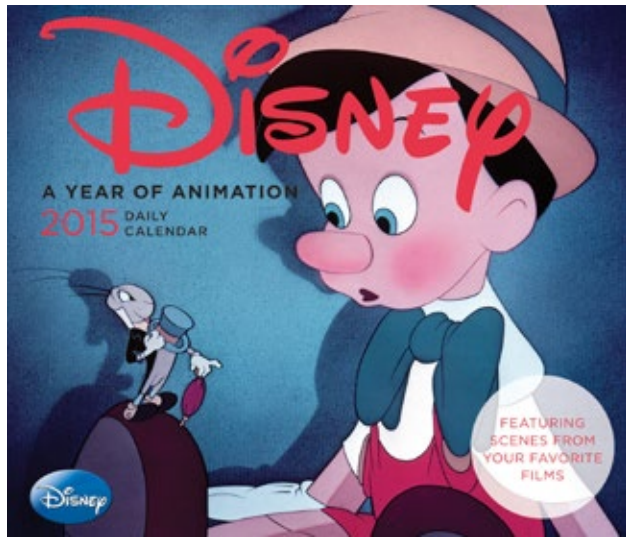


Disney, A Year in Animation

Cover design and layout explorations that fit into Chronicle Book's existing system for Disney's annual box calendar.

Client: Chronicle Books

Art Director: Michael Morris, Neil Egan



Old Navy, Fall in Love Campaign Icons

Developed and illustrated a set of icons to be used for Old Navy's 2014 Fall in Love campaign.

Client: Old Navy

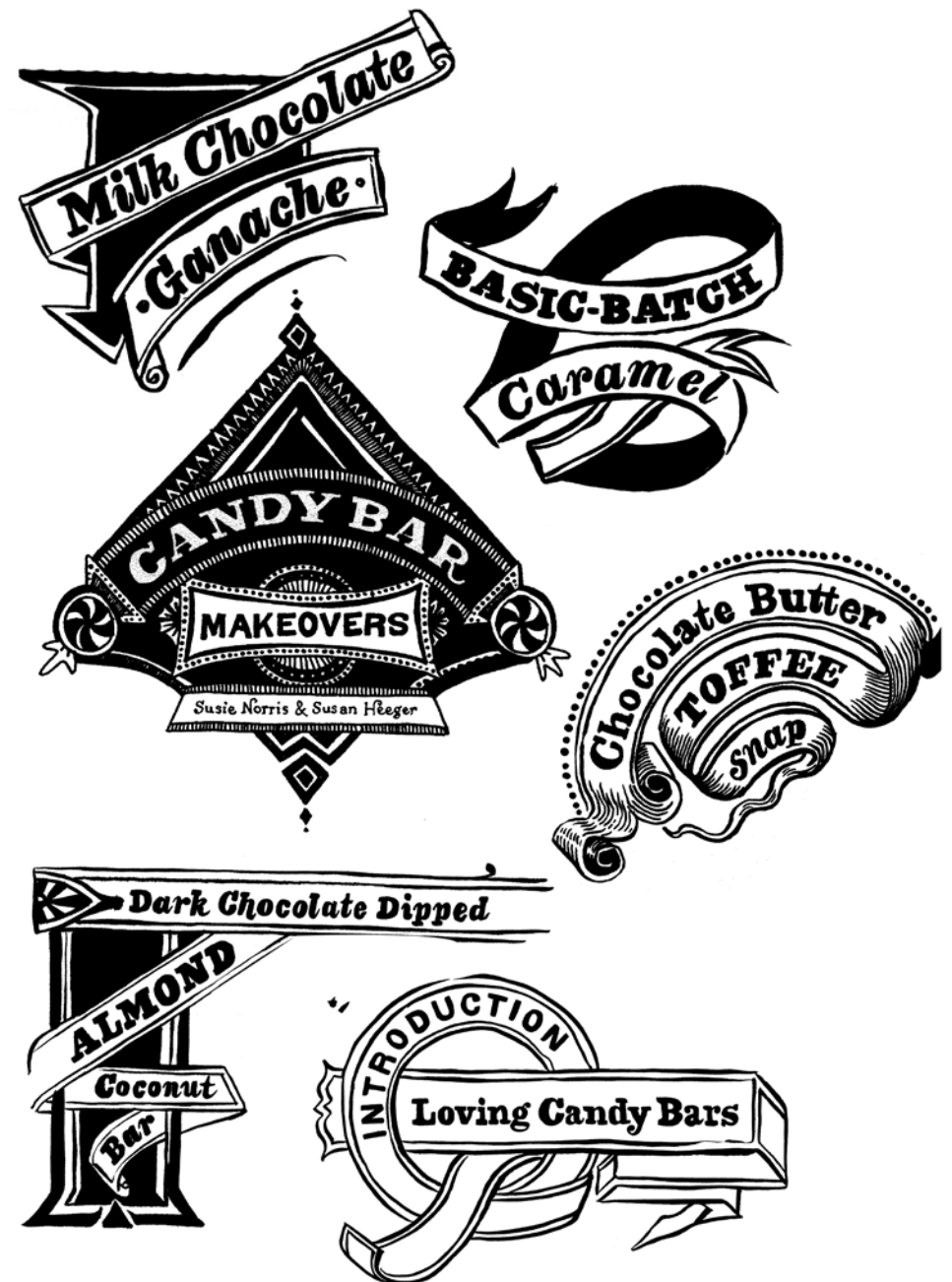
Art Direction: Paul Tew, Jen Shuman



Chronicle Books, Hand Crafted Candy Bars

Book design, cover design. Illustrations,
hand-lettering done for 72 candy recipes.

Client: Chronicle Books
Art Director: Alice Chau
Photographer: Joseph De Leo
8 3/4 x 8 in; 160 pp;
50 color photographs
Hardcover
March 2013



**BASIC
MIXED
NUT
BARK**

over
THE
moon

**Maple
NUT
LOGS**

**DARK
CHOCOLATE
DIPPED
ALMOND COCONUT
BAR**

**CANDIED
MINT
AND
CITRUS
ZEST**



**CHOCOLATE & NUTS
INSIDE &
OUT**

**ROCKY
ROAD**

**WHITE-CHOCOLATE
COOKIES
AND
CRUNCH
BAR**

**CORN
CANDY**

TEMPERED DARK CHOCOLATE



Old Navy, Holiday Gift Cards

Graphic design and illustrations done for
10 of Old Navy's Holiday Gift Cards series.
Printed for in-store gift cards and digital
e-cards.

Client: GAP Inc., Old Navy
Copy writer: Corbin Cloward
Art Director: Jonathan Hess

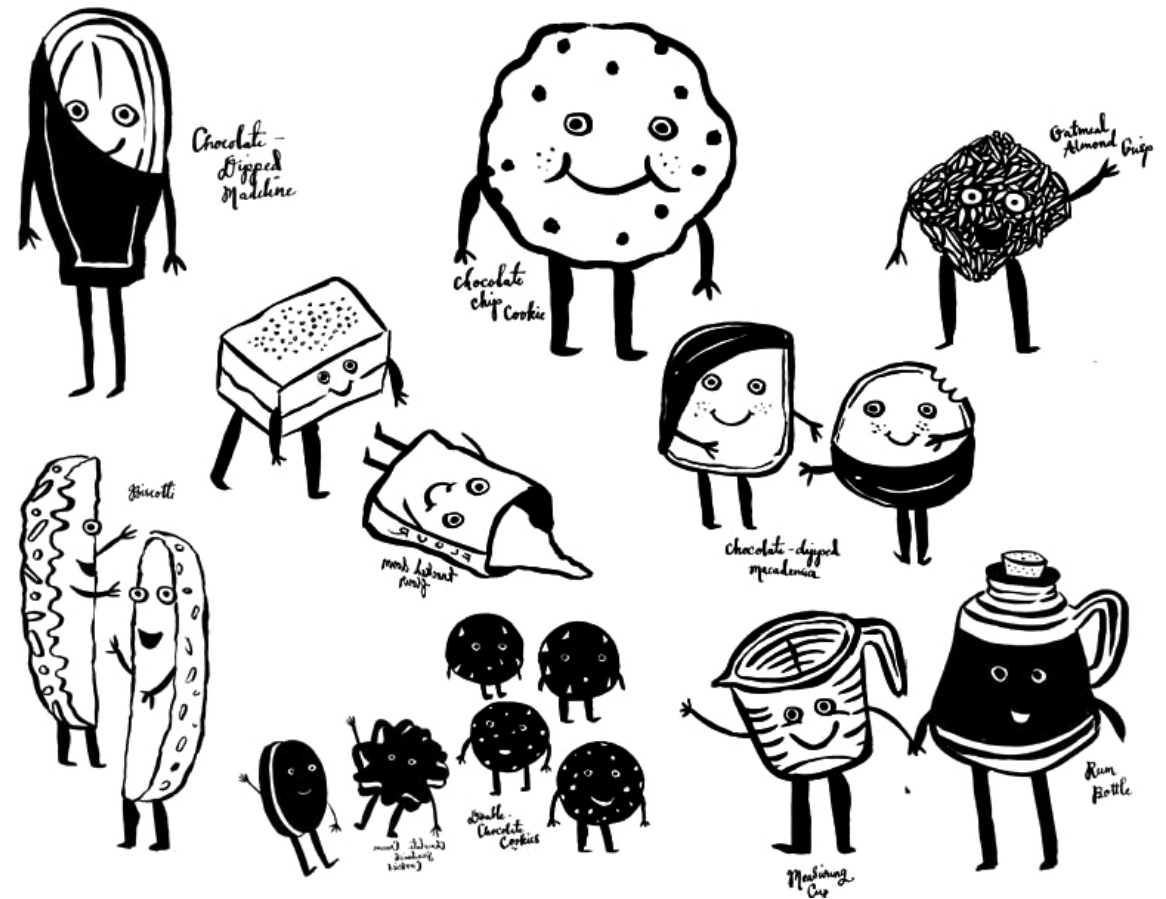


Chronicle Books, Chocolate Chip Cookies Book

Hand lettering and character development for
80+ black and white character illustrations.

Client: Chronicle Books
Art Director: Vanessa Dina
7 x 8 in; 128 pp;
28 color photographs,
82 b/w illustrations
Hardcover
August 2013





Old Navy, Seasonal Circulars + DM

Layout design, typographic lock-ups, pricing, coupon design, and photo selections, for Old Navy's newspaper circulars and Direct Mail from 2013-2014.

Client: GAP Inc., Old Navy
Production: John Robertson
Copy writers: Jane St. John,
Corbin Cloward
Art Director: Jonathan Hess,
Leigh Harman





San Francisco Chronicle
California's Best Large Newspaper

Constitutional

rejoice as federal judge strikes down Prop. 8

We the PARTY PEOPLE SALE

DEALS FOR THE FAMILY

from \$2 \$4 \$6 \$8

OLD NAVY
SAN FRANCISCO, CALIFORNIA

One Day Only
FLIP FLOP HOORAY
\$1
FLIP-FLOPS FOR THE FAMILY

LEGISLATURE
Bill would outlaw merchants' fees for debit card use
By Marisa Lopez

Weather
Decreasing clouds, partly fog, 58-65.

Bonhams & Butterfields
Exceptional Motorcars & Automobiles

***ALL-AMERICAN* DEALS FOR THE FAMILY**
from \$2 \$4 \$6 \$8

GIRLS FAMOUS TANKS \$4
REG. \$10.94

WOMEN'S KNIT TUBE DRESSES \$8
REG. \$19.94

OLD NAVY

ALL-AMERICAN DEALS for the FAMILY
from \$2 \$4 \$6 \$8

TODDLER GIRLS

- 1. TANK TOP \$4 - reg. \$10.94
- 2. SHORTS \$4 - reg. \$10.94
- 3. TANK TOP \$4 - reg. \$10.94
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WOMEN'S

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MEN'S

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TODDLER BOYS

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- 10. SHORTS \$4 - reg. \$10.94

ALL DENIM ON SALE FROM \$19 PLUS EVERYDAY LOOKS AT \$19 & UNDER

WOMEN'S
 CONTRAST T-SHIRT \$19 - reg. \$24
 TIGHTLY FITT \$19 - reg. \$24
 BOYFRIEND SHIRTS \$19 - reg. \$24
 LONG SLEEVE BOYFRIEND SHIRTS \$19 - reg. \$24
BOYS
 SLIM LONG SLEEVE PLAIN SHIRTS \$19 - reg. \$24
 SWEAT JEANS \$19 - reg. \$24-\$29

KIDS UNIFORM MUST-HAVES FROM \$5

GIRLS UNIFORMS
 CARDIGAN \$5 - reg. \$7.99
 SHORT-SLEEVE TOP \$5 - reg. \$6.99
 SHORT-SLEEVE PANTS \$5 - reg. \$6.99
 SHORT-SLEEVE PANTS \$5 - reg. \$6.99
 SHORT-SLEEVE PANTS \$5 - reg. \$6.99

BOYS UNIFORMS
 SHIRT \$5 - reg. \$7.99
 SHORT PANTS \$5 - reg. \$6.99
 SHORTS \$5 - reg. \$6.99
 PANTS \$5 - reg. \$6.99

OLD NAVY
 \$15 OFF
 \$10 OFF
 STACK UP THE SUPER CASH
 JULY 31 - AUGUST 24

SUIT UP FOR YOUR FUTURE
OLD NAVY
BACK TO SCHOOL SALE
 ALL YOU NEED FROM A SMART START
\$4
 FUTURE CAPTAINS

SUIT UP FOR YOUR FUTURE
UNBEATABLE STYLES FROM \$4
GIRLS
 FUTURE CAPTAINS
 FUTURE CAPTAINS

ALL KIDS FAMOUS JEANS \$10 (reg. \$19.50)
BOYS
 FUTURE CAPTAINS
 FUTURE CAPTAINS

Chronicle Books, 2012 Holiday Video

Co-created Chronicle Books' promotional holiday video. Concept and execution; storyboarding, production and paper engineering

*Featured in Felt and Wire website blog.

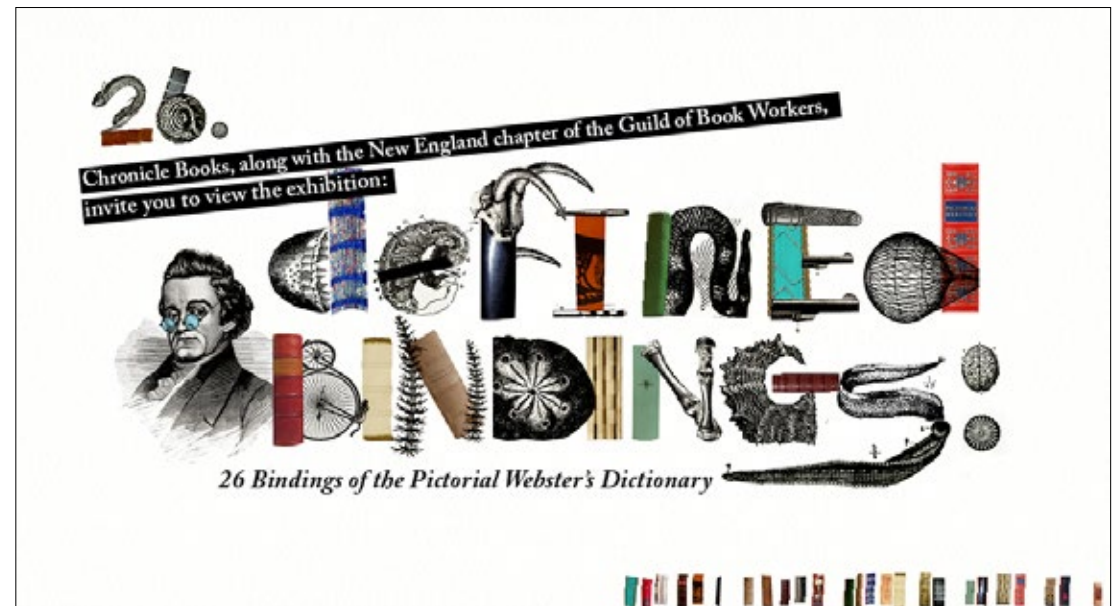
Art Direction: Laura Bagnato
Designers: Lydia Ortiz,
Kelsey Premo Jones
Tina Hardison
Music by: Ben Kasman



Guild of Book Workers, Exhibit Invitation

Invitation design, typographic collage for
Designed Bindings, An exhibition of 26 different
bindings of the Pictorial Webster's Dictionary.

Client: Chronicle Books,
Guild of Book Workers
Art Director: Michael Carabetta



Federico Lorca, A Poster Biography

Layout design, typographic collage,
history, and visual research done for
Federico Garcia Lorca's biography.

California College of the Arts
Design Instructor: Jennifer Morla
24 in x 36 in
Full color



Flavor of the Earths:

Federico García-Lorca was a creative child who delighted in his childhood and recalled it with great affection. Lorca's earliest memories of childhood have a strong flavor of the earth, meadows, sky, and solitude.

1898

June 5 - Federico García Lorca was born in Andalusia, Spain the same year as the Spanish-American War.

1909

Lorca's family moved to Granada

"I love the land, I have feeling tied to it in all my emotions. My most distant childhood memories have the flavor of the earth. The earth, the fields, have wrought great things in my life. The bugs of the earth, animals, country folk are suggestive to only a few people. I capture them with the same old spirit I did during my childhood years"

1921

Met Manuel de Falla, Spanish composer of classical music. García Lorca collaborated with Manuel de Falla, becoming an expert pianist and guitar player. Learned and loved how to play Flamenco music.

1919

Lorca enrolled in a school in Madrid called Residencia de Estudiantes under the direction of Alberto Jiménez Fraud. This school was described as a spiritual home where they can forge and purify in the students' young hearts the deep love of Spain which they will create and make with their own hands.

Federico made friends with poet Rafael Alberti, film maker Luis Buñuel and painter Salvador Dalí. He acquired new visions of his responsibility toward society. Made contact with many of Spain's leading writers and intellectuals. Foreign intellectuals and writers would visit and talk at the Residentes lectures.

1924

Lorca was in a lyrical opera collaboration with Manuel de Falla starring Lola the actress.



1925

First trip to Cataluña, Spain. Salvador Dalí invites Lorca to attend the Holy Week in



Devotion & Depression:

"In my 'Saint Sebastian' I remember you," Salvador Dalí replied to García Lorca, refer-

1928

Lorca published in his literary magazine Dalí's San Sebastian. A narrative essay in which the painter extols his aesthetic Oh Holy Objectivity. The treatment of the martyr as a homosexual icon. During Salvador Dalí's "Lorca (Federico García Lorca)

1929

Lorca's old teacher offered to travel with him to New York where he would have the opportunity to learn English, live abroad, and perhaps renew his work.

With Lorca's father funding the trip, he embarked on the Olym-

1930

Lorca compiles poems, lectures and letters entitled "A Poet in New York" a haunting, memorable vision of the American civilization and of the solitude of modern man.

1933

Buenos Aires. Federico toured with the Barraca. They performed and Lorca directed Blood Wedding Maria Pineda, The Shoe Maker's Prodigious Wife, Don Cristobal's Puppet show, and La dama Boba. Lorca is amazed at the success of his works and on his growing popularity.

"Buenos Aires is a city of three million inhabitants, but so many photographs have appeared in these big daily news papers that I'm very popular and they recognize me on the streets".

Due to his success in Buenos Aires, Lorca achieved financial independence.

1935

Lorca finished new works and revised old ones. Yerma, Dona Rosita the Spinster, The House of Bernarda Alba, Lament for Ignacio Sanchez Mejias more on "sexual, social and religious themes." He focused his work and effort to the renovation of the Spanish stage. He also called for the "return to tragedy" and a "return to poetry".



Yerma was being attacked as "immoral" and even "pornographic" by the right-wing press.

"I will go on fighting to preserve the freedom that saves me... For calumnies, horrors, and inquisitorial robes that they want to hang on me, I have a healthy rain on peasant laughter."

YERMA



The political atmosphere in Madrid was unbearably tense and unstable.

"Death laid eggs in the wound at five in the afternoon. As I have not worried to be born, I do not worry to die."

A Death in Granada

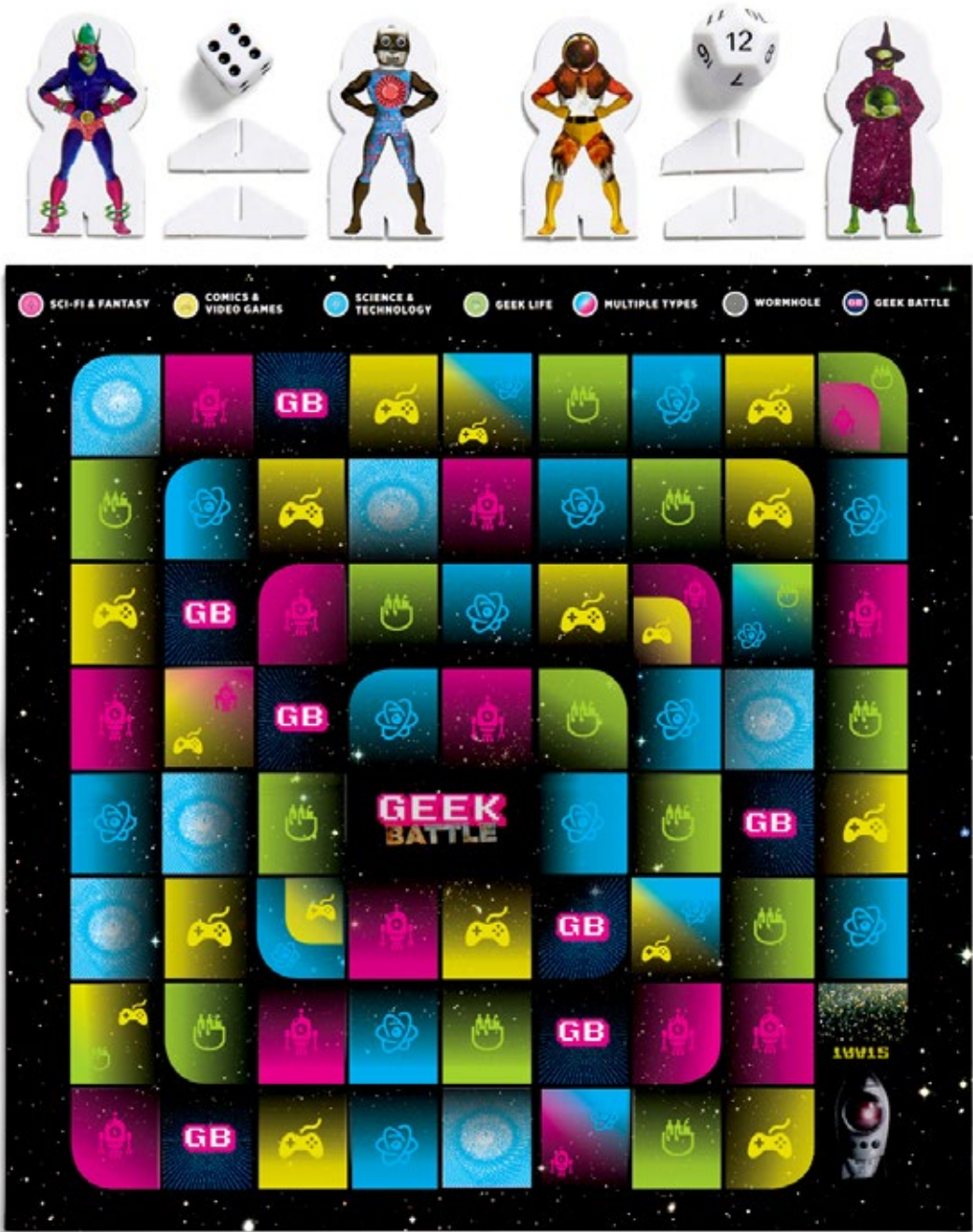
Lorca was to be an early casualty of the Spanish Civil War. Intellectuals were considered dangerous by Franco's Nationalists which lead to Lorca's arrest and violent death.

Chronicle Books, Geek Battle Board Game

Character development, Illustrations and board game layout done for Geek Battle board game.

Client: Chronicle Books
Art Director: Michael Morris
Hinged hardcover box:
5 1/2 x 5 1/2 x 3 3/10 in;
game board: 10 x 10 in;
1 D12 (twelve-sided die),
1 D6 (six-sided die),
4 player pieces pp;

July 2012





Chronicle Books, Balls on the Lawn Book Design

Book design and book cover design
for Balls in the Lawn.

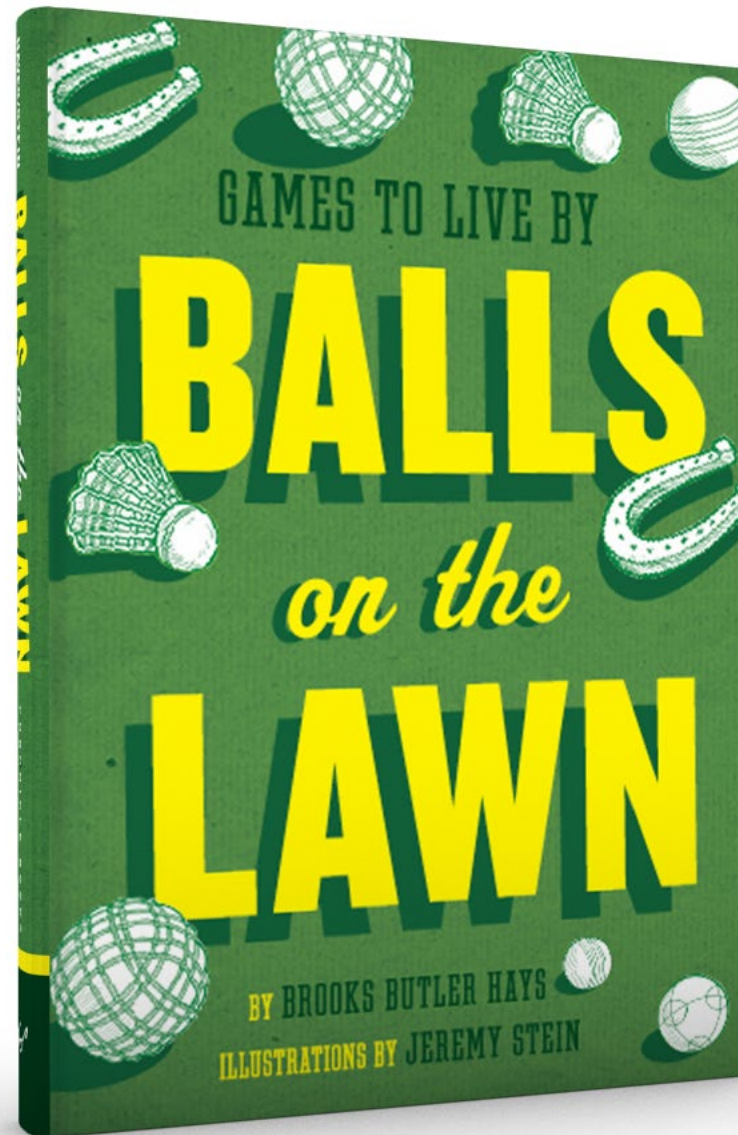
Client: Chronicle Books
Art Director: Michael Morris
5 x 7 in; 128 pp;
Paperback

March 2014

Lydia Ortiz

◦ Graphic Design

◦ Illustration

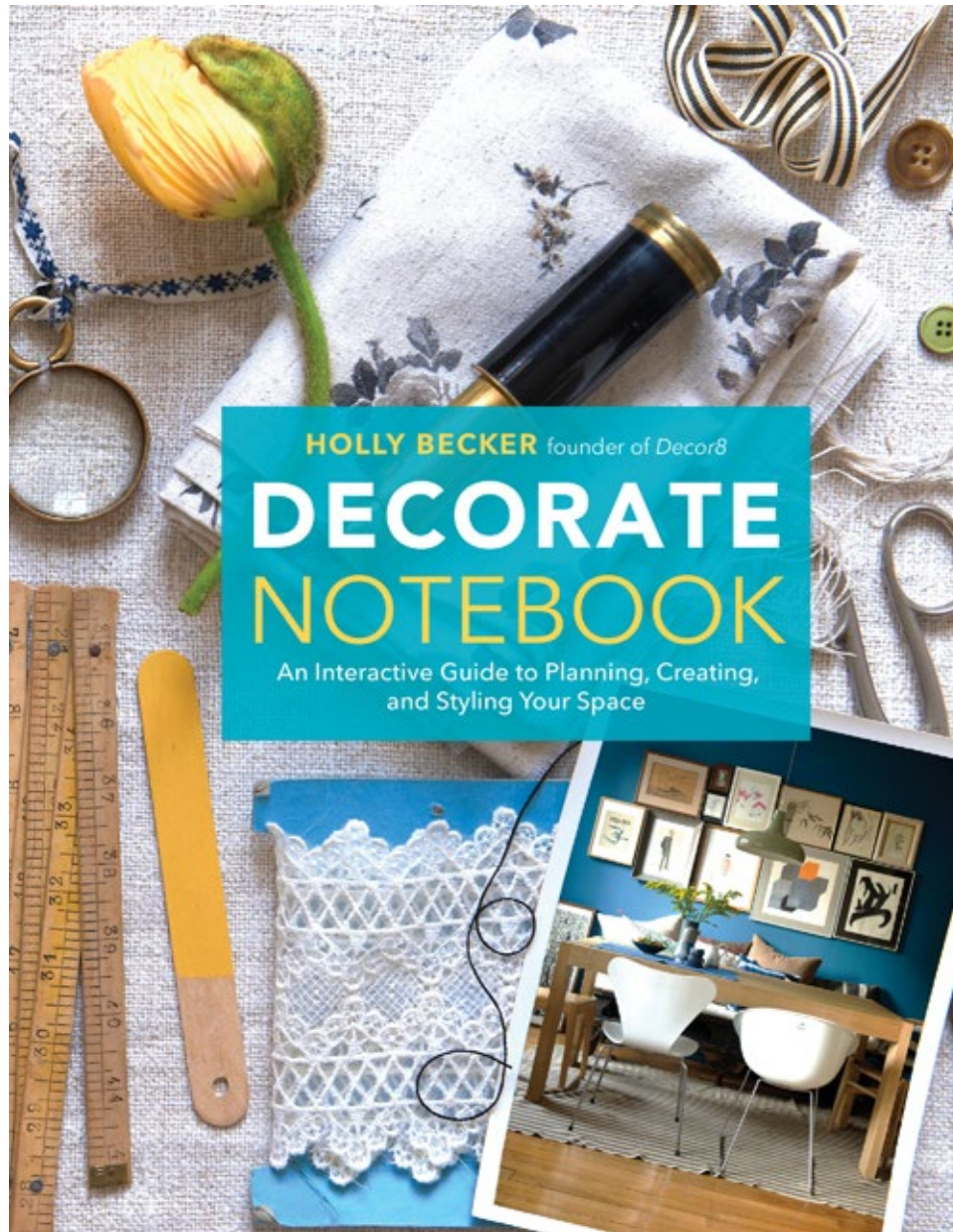


Chronicle Books, Decorate Notebook

Designed cover options for Decorate Notebook, an interactive companion guide to the international bestselling book, Decorate.

Client: Chronicle Books
Art Director: Allison Weiner
8 x 10 in; full color
Paperback

October 2012



Album Cover Art

Photo selection, design direction and
album cover art compositions.

Client: Ania Dabrowska

Lydia Ortiz

◦ Graphic Design

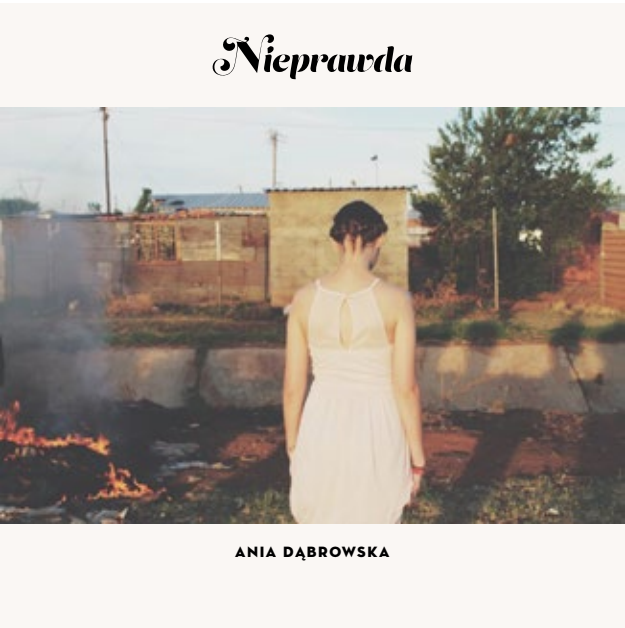
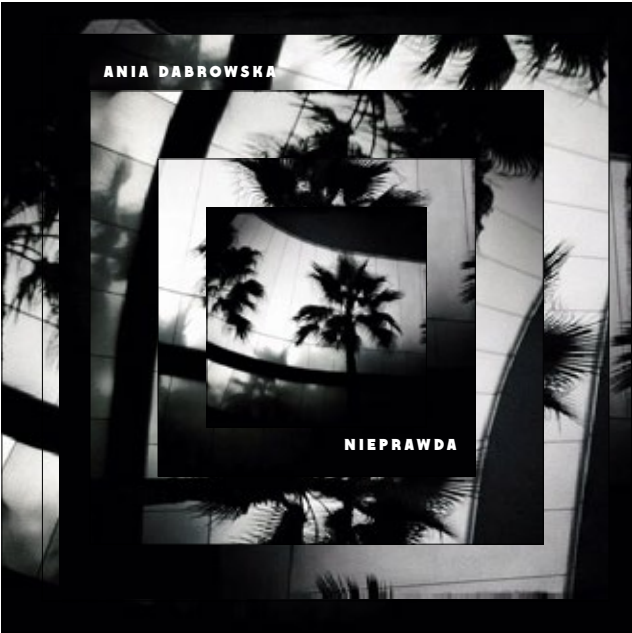
◦ Illustration



Lydia Ortiz

◦ Graphic Design

◦ Illustration



Hue Leggings Branding and Icon System

Icon design and typographic systems
for Hue's leggings, socks, liners, etc.

Client: Hue

Agency: Chandelier Creative

STYLETECH FINAL ICONS



SEAMLESS



BLACK OUT



COOL TEMP

PERFORMANCE SOCKS ICONS



BREATHABLE



MOISTURE
WICKING



COMPRESSION
LEG SLEEVE



SECOND SKIN



ERGONOMIC

LINER STYLES ICONS



HIGH-CUT



CLASSIC



PEEP TOE



HIDDEN



TOE COVER



SLING BACK



air **CUSHION**

AIR *SLEEK*

SHEER
BLISS

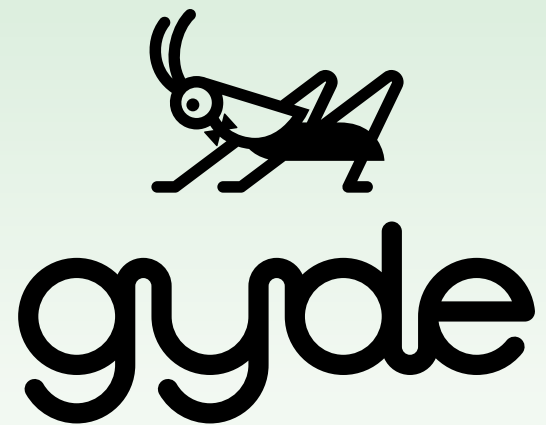
Gyde Branding, Website and App

Web design, app design, branding, icon design,
illustration, for Gyde.

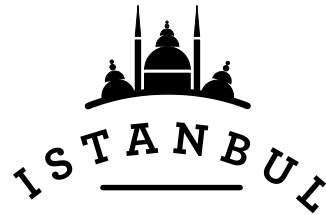
Client: Gyde*

Agency: Chandelier Creative

*Gyde is an international tour guide network. The company is currently developing the Gyde app and website which allows consumers to submit curated trip requests for tour guides in Berlin, Bangkok, Buenos Aires, Prague and Istanbul.



Custom Illustrations for Website





Landing Page





Destinations Page



Preferences Page

Old Navy, Social and Digital

Developed an on brand typographic system for Old Navy's social, digital, and video posts.

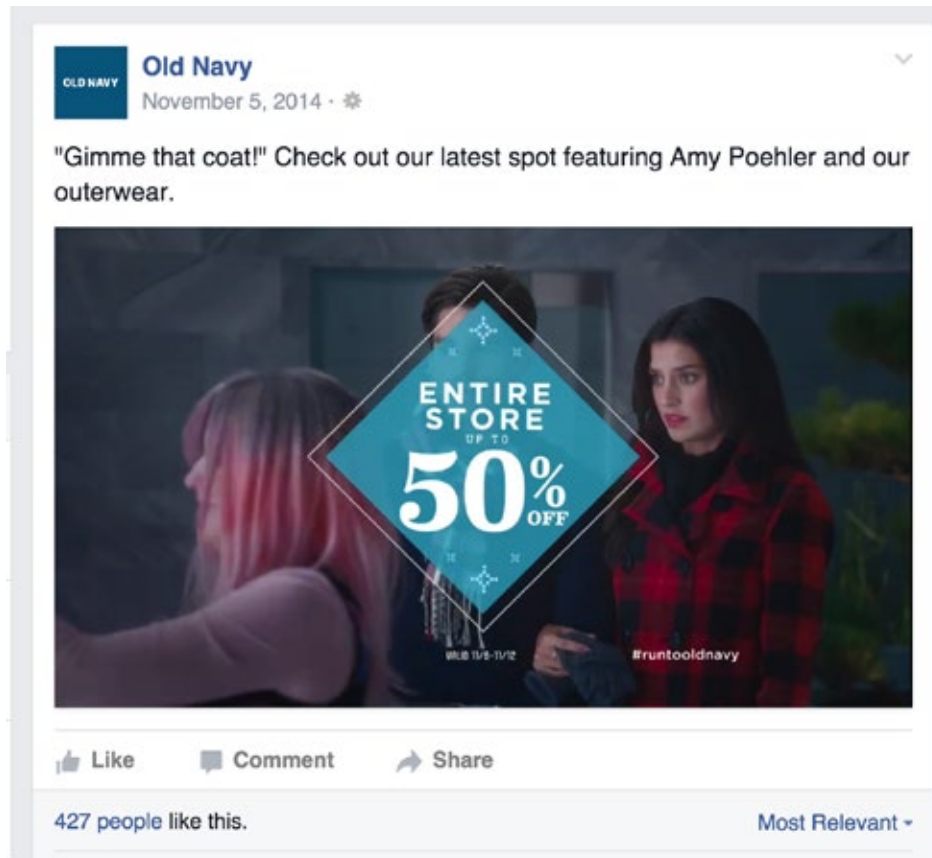
Client: Old Navy

Art Direction: Michael Scanlon, Jonathan Hess



Graphics used for TV spots and social media, 2014





Graphics used for TV spots and social media, 2014

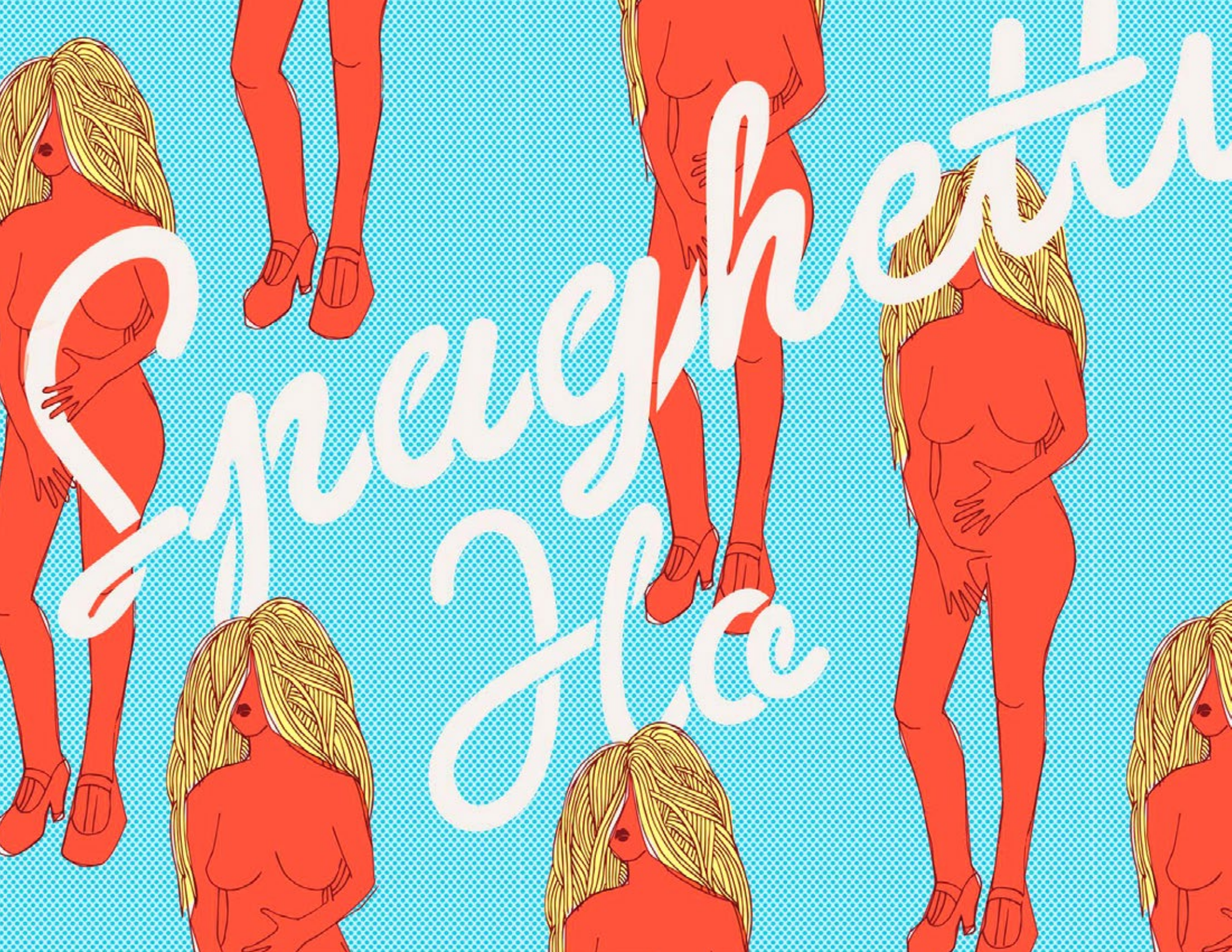


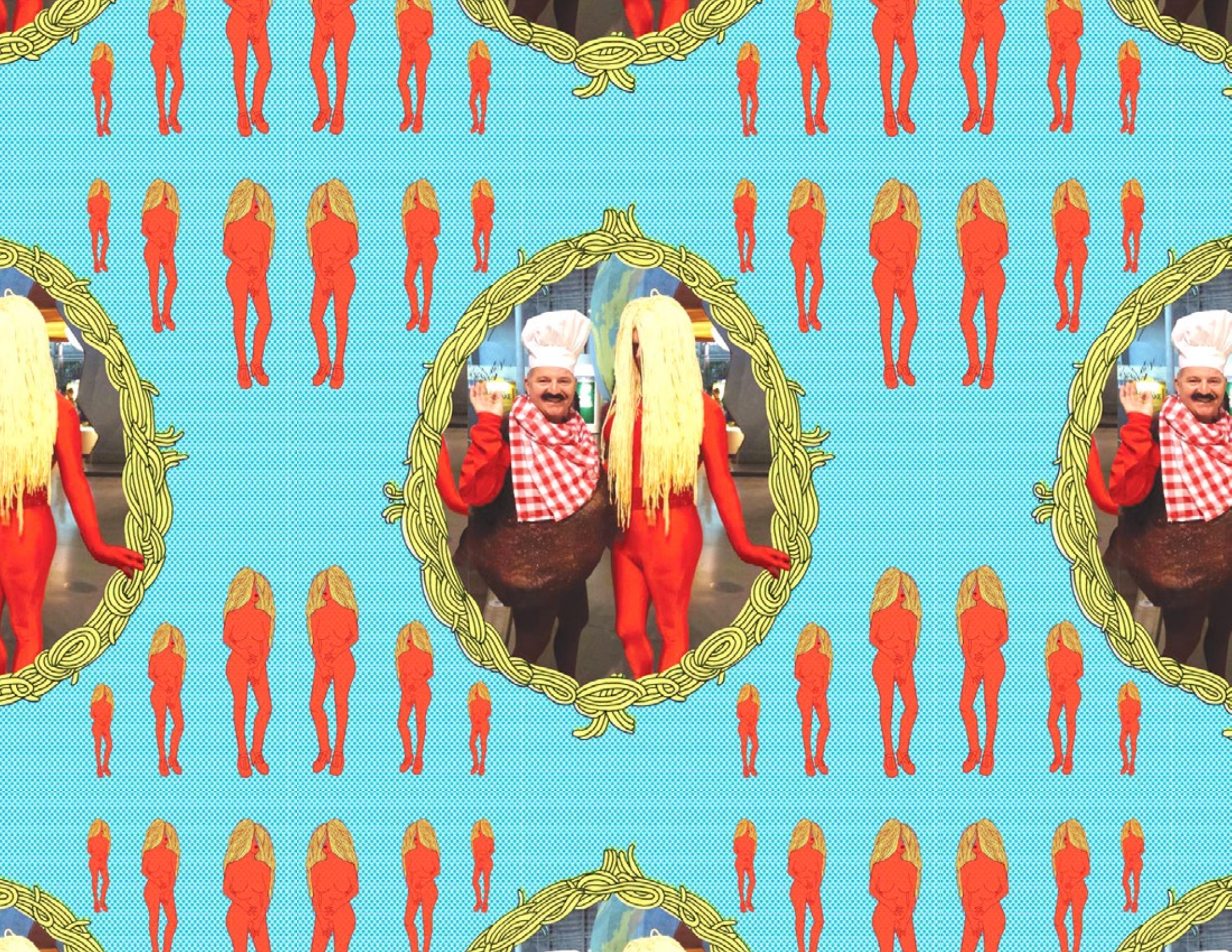
Graphics used for TV spots and social media, 2014

Illustration & Design for Spaghetti Ho

Illustration, design, social media posts for
San Francisco drag queen, Spaghetti Ho.

Client: Spaghetti Ho
Art Direction: Lydia Ortiz





Thank you! Thank you!
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Thank you! Thank you!
Thank you! Thank you!