

lucas ortiz-gomez

Creative Designer · Social Content Producer · Photo & Video

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PROFILE

Bilingual creative with 6+ years producing graphic design, photo, video, and social content for brands, small businesses, and public-sector clients. Hands-on across the full Adobe Creative Suite — Photoshop, Illustrator, InDesign, Premiere Pro, After Effects — plus fast-turnaround capture on camera and mobile. Experienced designing within brand guidelines for digital and print, shooting and editing at live events under same-day deadlines, writing social copy, and reporting on performance. A self-starter who manages multiple projects at once and adapts quickly in fast-paced, shifting environments.

EXPERIENCE

Social Media & Design Intern

Salt Lake City Council | Nov. 2024 – Present

- Produce 4+ original graphics and short-form videos per month across Instagram, Facebook, and X, holding consistent visual brand standards across multiple pages.
- Capture event photography and video on location, editing and delivering polished assets under same-day turnaround for live, high-visibility moments.
- Write social copy and collaborate with the communications team on campaign content, adapting tone and message for each platform and audience.

Graphic Designer / Content Creator

Prince Designs | Feb. 2024 – Nov. 2024

- Designed branded graphics, social assets, and visual collateral for multiple clients in Photoshop and Illustrator, maintaining strict brand consistency.
- Edited short- and long-form video in Premiere Pro and After Effects, tailoring content to each client's brand guidelines and aesthetic.
- Translated creative briefs into production-ready assets, incorporating feedback quickly across shifting priorities and tight turnaround schedules.

Social Media Manager / Visual Content Creator

Utah Homes OP | Jun. 2022 – March 2024

- Owned all visual output — designing marketing materials and social graphics in Photoshop, Illustrator, and Premiere Pro.
- Built and maintained a consistent visual identity across digital platforms while coordinating multiple active clients and listings under pressure.

Student Videographer & Editor

Speaking Eagle TV | Aug. 2020 – May 2022

- Produced and edited video content from concept through final delivery in Premiere Pro and After Effects on a biweekly deadline cycle.
- Operated a Canon EOS M50 with RODE microphones; handled color grading, audio mixing, and motion graphics in post.

SKILLS

Adobe Creative Suite

Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Lightroom

Design & Production

Photo & Video Capture · Canva · CapCut · Brand Identity · Typography · Print Production · Video Editing

Social & Analytics

Sprout Social · Instagram / Facebook / X · Social Copywriting · Performance Reporting · Content Strategy

Other

Microsoft Office · Owns & operates own camera/equipment · Bilingual: English & Spanish

EDUCATION

Graphic Communications (in progress)

Salt Lake Community College (SLCC) | Salt Lake City, UT

Coursework in graphic design, typography, brand identity, print production, and digital marketing. Transferring to a 4-year university.