

# Augustine William Ortiz

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As a producer I support the marketing team at VSCO by driving alignment and ensuring that marketing campaigns and creative projects are executed with excellence. I have helped blur the line between art and technology, pushing the limits on how creative individuals engage with their work. Having contributed to our editorial and content creation practice before transitioning to product, I've experienced the full spectrum of the creative process within the VSCO community. As a result, I've consistently brought value to teams through a conceptual, artful practice, tied closely to pragmatic channels of critical-thought and execution. My success has come from years of working with cross-functional teams, which has allowed me to apply my diverse set of skills into my practice as a producer and content creator. I look forward to continue working across teams and functions to help push the boundaries of human and product experiences.

## Education

General Assembly (User Experience Design)      Oakland, CA

2019

Twenty Four Seven Leadership Academy      Conway, AR

2008 - 2011

## Skills

Leadership, Project Management, Marketing Strategy, Organization, UX Research, Content Creation & Curation, Creative Direction, Digital Editorial, Photography, Video Production, Writing, Oral & Written Communication, Customer Support

## Experience

**VSCO**      Oakland, CA

Producer, Creative  
July 2019 - Present

Product Manager, Creative Tools  
July 2017 - July 2019

Editor, Brand Marketing  
September 2016 - July 2017

Photo Curator  
September 2014 - 2016

**Welcome Fellow**      Colorado Springs, CO

Co-Founder  
September 2015 - July 2016

**Apple Inc.**  
Retail / Visual Specialist  
October 2013 - September 2014

**New Life Church**      Conway, AR  
Student Pastor  
July 2011 - August 2013

## References Available Upon Request

LinkedIn: awillo

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## Achievements

### Reflect (Make It Anyway) Campaign

Led the production efforts of VSCO's Q4 marketing campaign, which spanned across our media channels, including Youtube, IG and Twitter. Partnered with brands such as VICE, Spotify, and Refinery 29 for paid media ads. Worked with Art&Graft, an award winning animation studio, and an original music composer to create compelling visuals that drove the campaign narrative.

### 12HRS

Helped produce and direct the ongoing video series that highlights the cultural moments from around the globe through the lens of local creators. With 75% of the VSCO audience under the age of 25, 12HRS is one of our strategic approaches in connecting with our growing community of Gen Z users.

### For This Photo

Led the product team that built VSCO's first machine learning algorithm tool within the app's photo editor. With 200+ presets, we solved the user problem of feeling overwhelmed by using machine learning to guide creators in choosing the best presets for their images.

### Preset Views / Categories

Directed a team of engineers and designers in user-research that improved the way people explore and discover VSCO presets. 'Categories' increased preset usage by +25%, providing creators a better way to edit with their favorite presets.

### Film X

Led the product team to create and produce six Film X presets — VSCO's highest quality emulations of real film stock: Released in 2016 as the #1 value prop of VSCO membership, Film X played a pivotal part in reaching VSCO's first 1M members.

### Partnerships

Worked with leading brands such as Nike, Apple, Samsung, Patagonia, and World Wildlife Fund to accomplish business objectives by leading teams in the production of brand specific presets and photographic curation.

### Messages

Led the product team that built VSCO's first creator-to-creator direct messaging feature. With an 80% retention rate, 'Messages' continues to connect millions of people on the VSCO platform.