



HUGO ORELLANA

LEAD GRAPHIC DESIGNER — BRAND · UI/UX · 3D — ORLANDO, FL

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PROFILE

Multidisciplinary designer with 15+ years spanning brand identity, UI/UX, and 3D visualization across digital and print. Owns brand systems end to end and leads UI/UX for ERP web and mobile applications, pairing art direction with hands-on craft.

EXPERIENCE

Lead Graphic Designer · Bloom Stack Corp. 2019 — 2025

- Built and maintained the company brand system and template library, standardizing design across the product line.
- Led UI/UX design for ERP web and mobile applications.
- Guided and mentored designers — directing critiques and aligning the team to shared brand and product goals.
- Designed and shipped marketing assets — landing pages, email campaigns, and ads.

Designer & 3D Visualization · Freelance 2015 — PRESENT

- Translate architectural blueprints into photorealistic 3D visualizations for client bids and sales and marketing collateral.
- Design and render convention booths and supporting event materials.
- Deliver end-to-end brand identities for small businesses — logos, templates, print, and apparel.

Graphic Designer · Digithinkit Inc. 2015 — 2019

- Produced brand and marketing design — logos, brand guidelines, ads, social, concept art, and motion — for external clients.
- Led photography, print, and video production for World Extreme Fighting live events.
- Designed the web experience and 3D product visualizer for Jerry Harvey Audio.
- Created branding and campaign assets for the ICLOAK Kickstarter.

Junior Graphic Designer · DJB Imports 2008 — 2014

- Vectorized and finalized client logos for application across product lines.
- Designed stationery, landing pages, web, campaigns, and product photography for DJB's product range.
- Partnered with leadership to concept and launch new products.

SKILLS & TOOLS

DESIGN & UI/UX

Adobe Creative Suite · Figma · Affinity Designer · Krita

3D & VISUALIZATION

Blender · Maya · ZBrush · Substance Suite

MOTION & VIDEO

After Effects · Final Cut Pro

DISCIPLINES

Brand identity · UI/UX (web & mobile) · Architectural & 3D visualization · Motion graphics · Print & production

EDUCATION

B.S., Computer Animation

Full Sail University — 2008