

Portfolio 54

# Ponch Orendain



July 2017

404 590 9547

[m.orendain@gmail.com](mailto:m.orendain@gmail.com)



# Project Management

## 1 Ready Set Jet Game

Ponch Orendain, project manager/content developer  
Delta Air Lines Reservation Sales, client

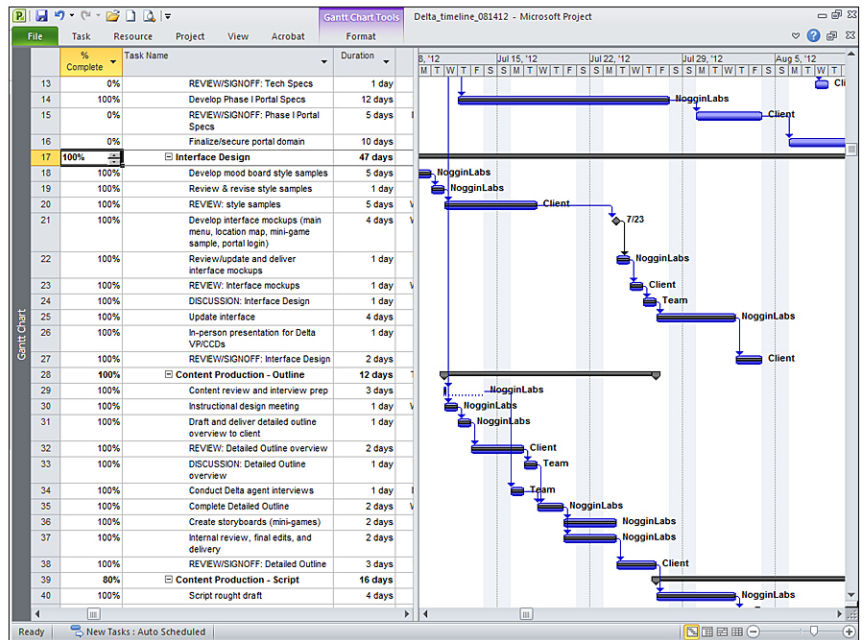
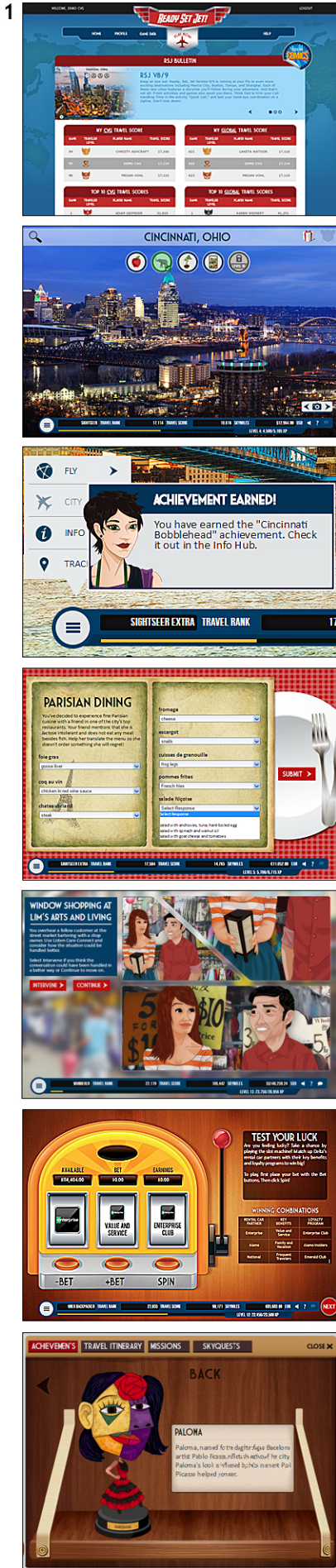
*Ready Set Jet Game is a cloud based Travel-Adventure video game*

Key Behavior: Problem Solving/Customer Service

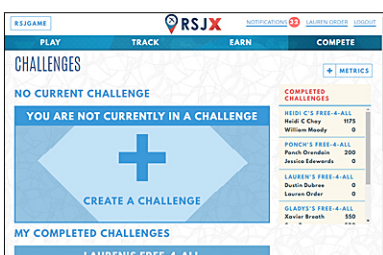
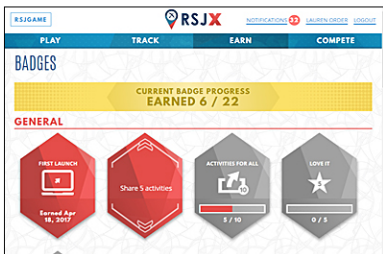
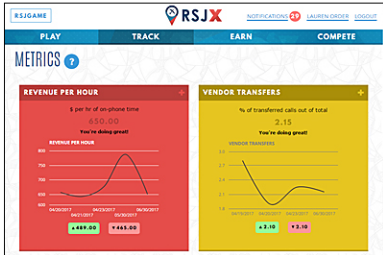
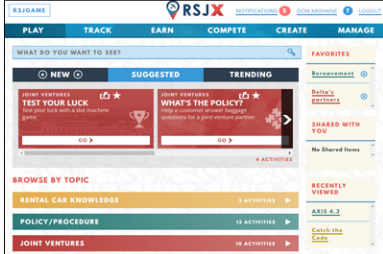
Task: Shop for Souvenirs at the Steet Market in Chinatown

Functionality: Observe and Assess

The player reviews a scene in comic-book panel style and must identify at key panels what went wrong and how to fix it. After each panel, learners determine whether to intervene or continue the interaction. If the Intervene at the correct time, they receive a follow-up question. If they choose to intervene at the incorrect time, they receive incorrect feedback and the interaction continues.



2



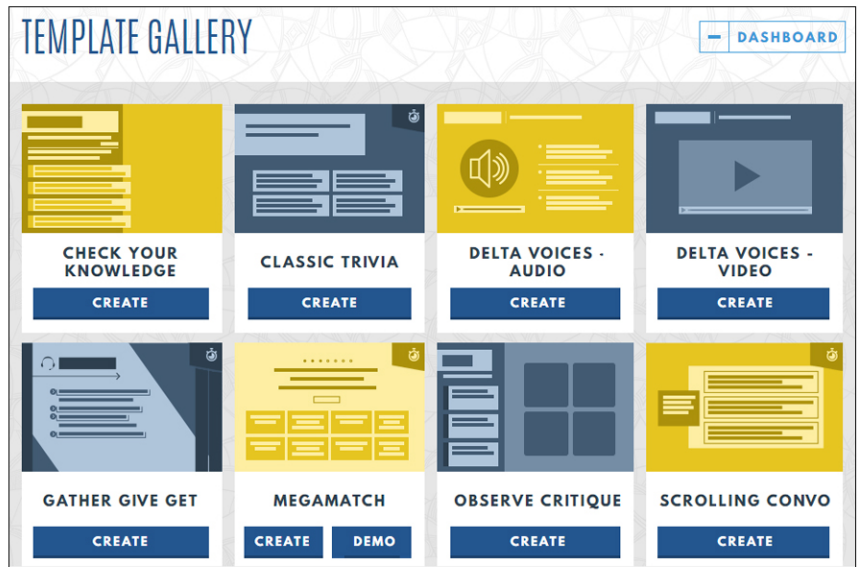
# Project Management

## 2 RSJX

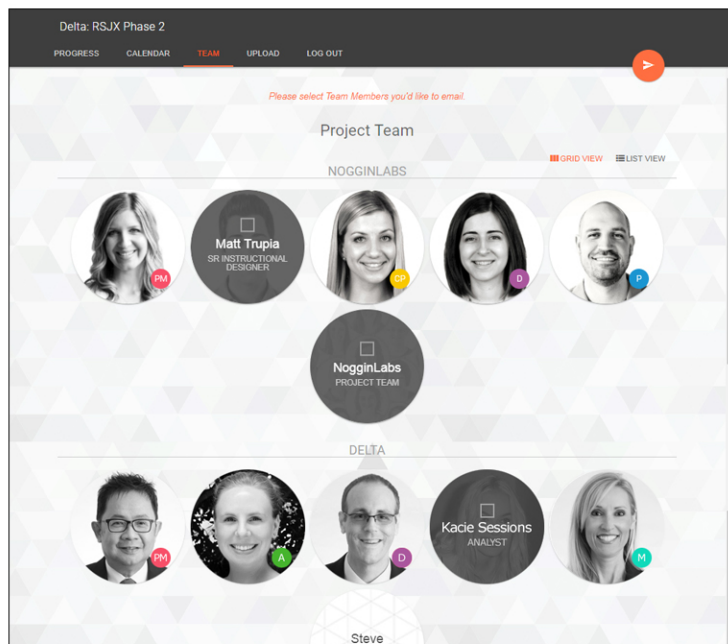
Ponch Orendain, project manager/content developer  
Delta Air Lines Reservation Sales, client

*RSJX leverages Ready Set Jet content as a core part of the Reservations Sales learning experience and as an ongoing performance support tool.*

For learners, the goal is to provide fast, responsive access to critical training whenever it's needed, without having to progress through the full Ready Set Jet game to get it. In addition to providing training to current Team Members, the RSJX experience will support and integrate with the Reservation Sales onboarding initiative for new hires. Not only will this aid in initial training, but it could potentially drive engagement in the existing RSJ game, increasing buy-in and engagement with that training approach as well. For Reservations Team Members, RSJX will provide instantly relevant training on the real-world metrics that are important to them.

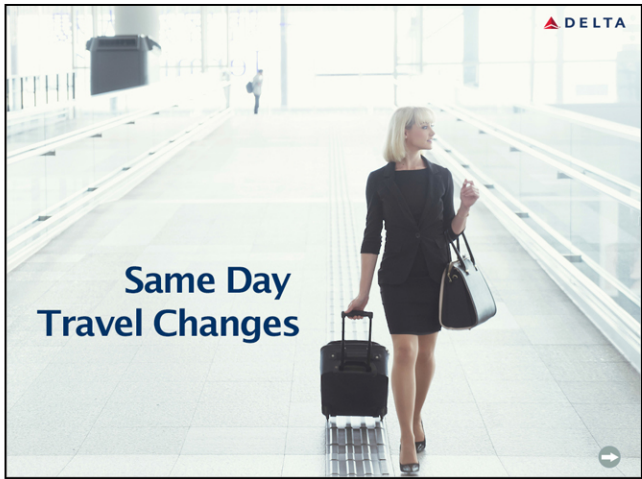


Template Gallery Interface



Project Team

1



## Same Day Travel Changes

# eLearning Program Management

## 1 Same Day Travel Changes

Ponch Orendain, program manager/art director  
Delta Reservation Sales, client

Sample screens for the Reservation's eLearning program featuring a clean and crisp look and feel.  
1024 x 768, Adobe Captivate CC



### Communicate Options with Respect

People want to feel that they have been heard, have options, and that someone genuinely cares about their situation. Certain actions can help to reduce complaints to Delta Customer Care or to the D.O.T.

- Express empathy, be respectful and use good listening skills to help our customers understand the SDT program.
- Be clear and keep policy explanations simple.
- Acknowledge any disappointment.
- Offer solutions.
- Focus on what the passenger can do instead of what he or she can't do.

Delta's goal is to have the fewest number of complaints by customers to the D.O.T. Recently, Delta ranked 3 out of 6 of our peers.

## 2 Axis Fares Tab

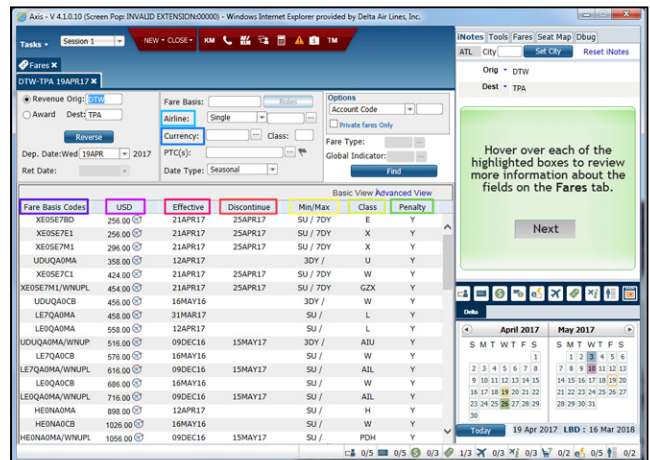
Ponch Orendain, project manager/art director  
Reservation Sales, client

Continuing the trend of delivering an eLearning product that features a clean and crisp, minimalist look and feel. This project attempts to keep the busy and complex application interface(second screen) contained within its IE11 browser frame.

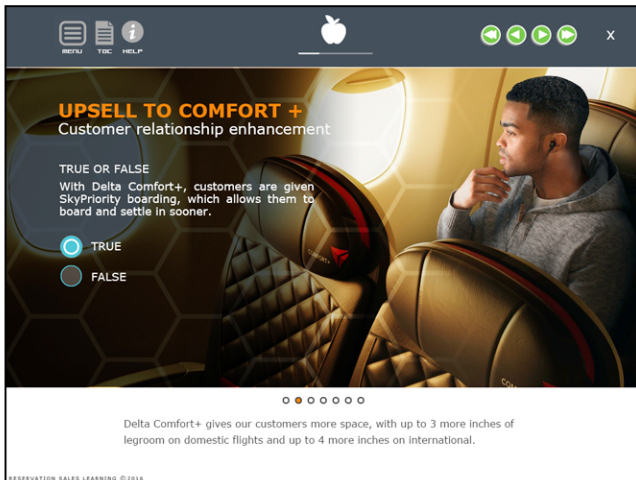
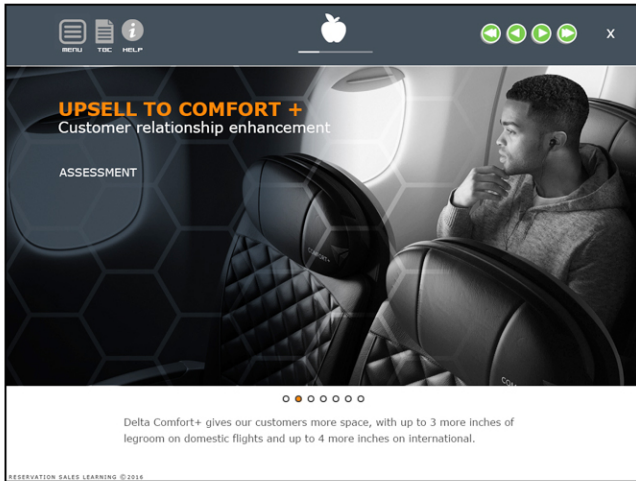
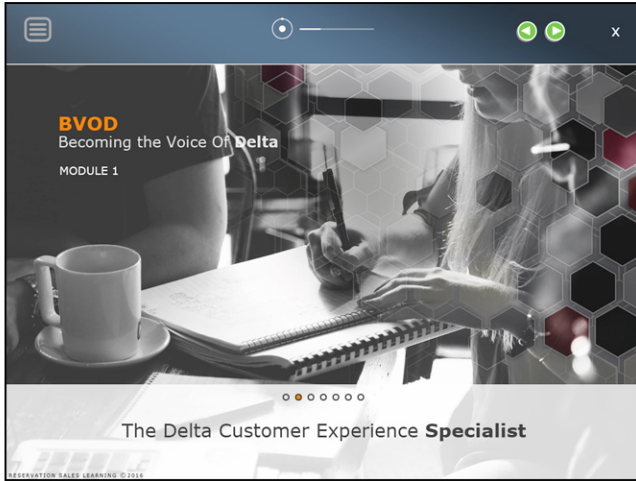
2



## Axis Fares Tab



3



# eLearning Program Management

## 3 Modernize Reservation's Look and Feel Ponch Orendain, program manager/art director Delta Reservation Sales, client

Conceptual studies to modernize Reservation's eLearning interface but retain the standard 4:3 aspect ratio to accommodate both 1024 x 768 and 1200 x 900 screen resolutions.

1



# Corporate Posters

1 **Spirit of Delta**  
 Ponch Orendain, illustrator/art director  
 Delta Technology, client

Image for Delta Air Lines and Delta Technology to commemorate a lasting partnership in view of the challenges presented by the September 11 tragedy.  
 16 x 24, Adobe Photoshop

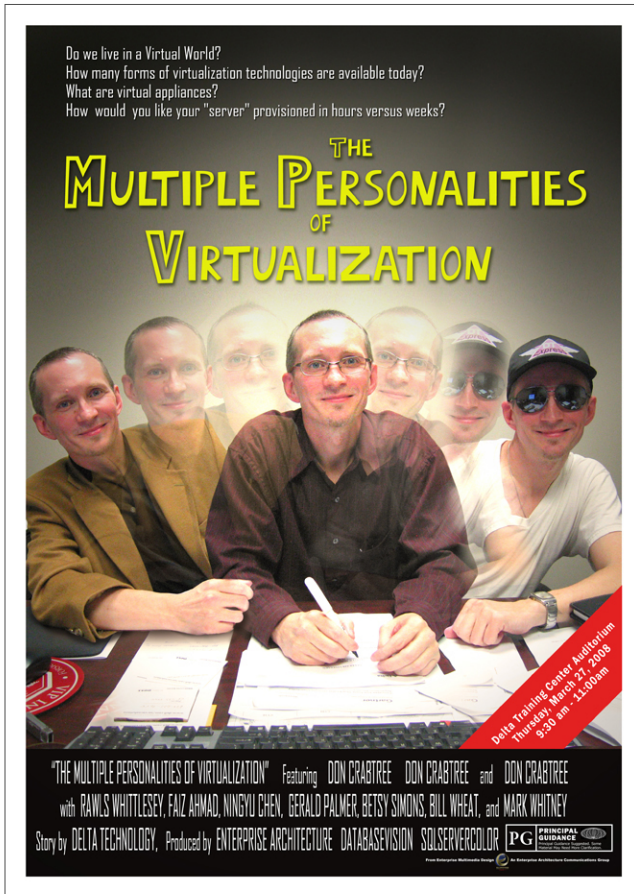
2 **A New Year...A New IShop**  
 Ponch Orendain, illustrator  
 Ponch Orendain, art director  
 Delta IT Services, client

Announcement of a major revision on a very shopworn application called IShop. Because the "Go Live" date fell in January, adopting the "New Year" theme came naturally.  
 21 x 29, Adobe Photoshop CS5

2



1



# Corporate Posters

## 1 Multiple Virtualization

Ponch Orendain, illustrator/art director  
Delta Technology Enterprise Architecture, client

Poster announcement inviting Delta's technology community to a forum on the benefits of using virtual applications.

20 x 30, Adobe Photoshop

## 2 One Fine Day At The Delta Gym

Ponch Orendain, graphic artist  
Ponch Orendain, art director  
Delta IT Services, client

Innovative approach to increase awareness for the availability of Delta IT's online SOA Services Catalog.

21 x 27, 8.5 x 11, Canon EOS 7D, Adobe Photoshop CS5

## 3 Mmm! mmm! ...Good!

Ponch Orendain, graphic artist  
Ponch Orendain, art director  
Application Development Xpress Project, client

Poster to invite target Managers and Developers to a fun Lunch and Learn program for ADX awareness.

17 x 20, Canon Powershot, Adobe Photoshop CS5

2



3





1



# Corporate Material

## 1 Delta DVD Archive

Ponch Orendain, graphic artist  
Corporate Communication, client

Splash screen for DVD archives of Delta's historic collection of photographs, print, film and video.  
1024 x 768, Adobe Photoshop

2



## 2 Enterprise Architecture

Ponch Orendain, illustrator  
Ponch Orendain, art director  
Delta Technology Enterprise Architecture, client

Logo to symbolize client's high level use of advanced sciences in Information Technology.  
20 x 30, Adobe Photoshop 7

## 3 Customer Service Pin

Ponch Orendain, illustrator  
Ponch Orendain, art director  
In Flight Operations, client

Pin design for Delta Air Lines' In-Flight Operations Customer Service Campaign.  
2.5 x 2.5, Adobe Illustrator 7 and Adobe Photoshop 7

3



1



# Corporate Material

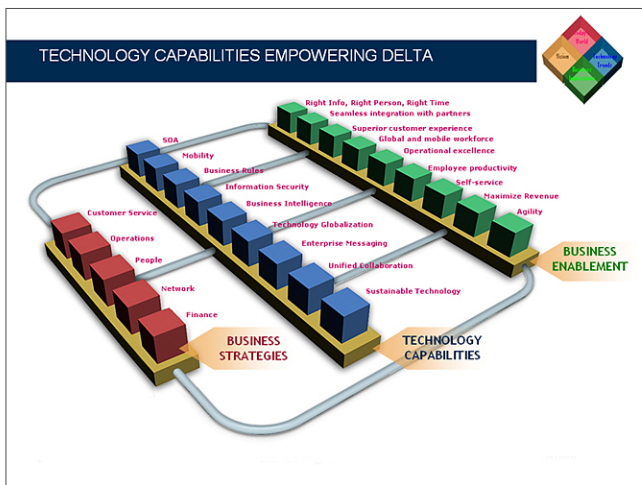
## 1 Service Manager

Ponch Orendain, illustrator/art director  
Service Manager Project, client

Splash screen for the Project's PowerPoint programs with a predominant use of the Service Manager logo and logotype.

1024 x 768, Adobe Photoshop CS3

2



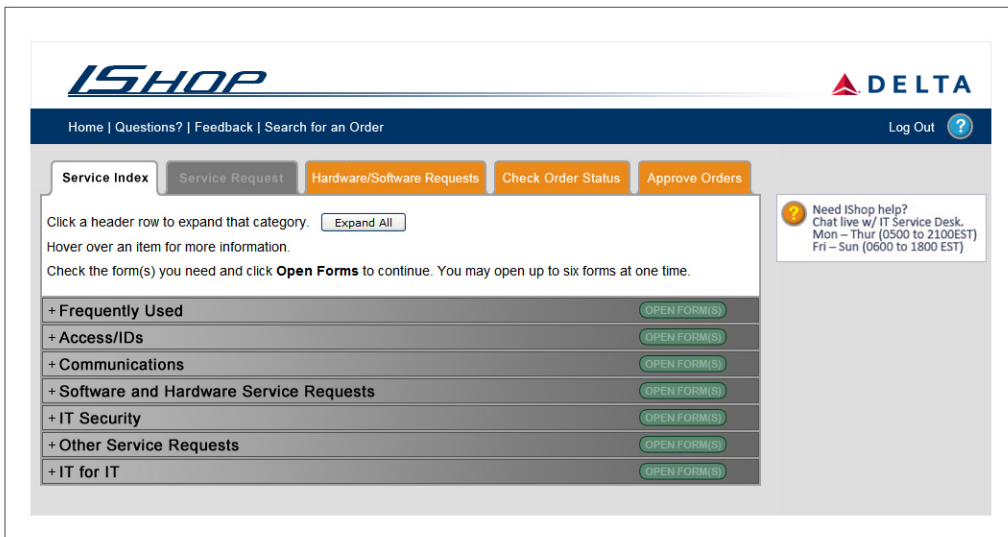
## 2 Technology Capabilities

Ponch Orendain, illustrator/art director  
Delta Technology Enterprise Architecture, client

3D chart illustrating how the Delta Air Lines business is supported by various technologies provided by DT.

1024 x 768, Swift 3D, Adobe Photoshop 7

3



## 3 IShop Graphical User Interface (GUI)

Ponch Orendain, graphic artist  
IShop Renewal Project, client

GUI design for the new IShop interface that uses the new IShop logo plus a clean and crisp treatment that aims to support a better user experience.

1024 x 768, Adobe Photoshop CS5

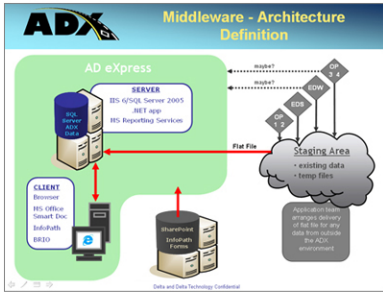


# PowerPoint Presentations

## 1 Application Development Xpress(ADX)

Ponch Orendain, developer/designer/illustrator/art director  
 ADX Project, client

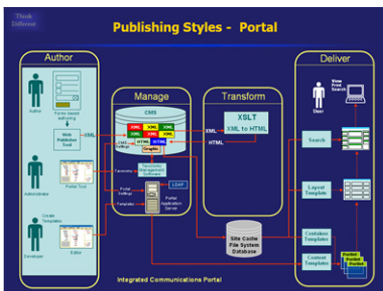
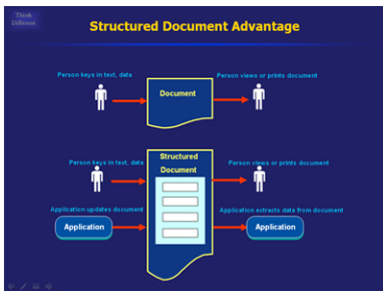
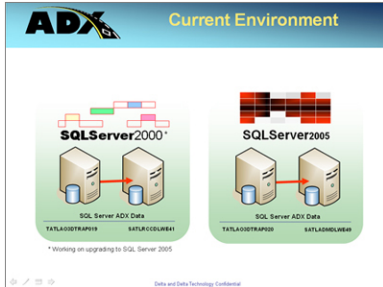
Explains the rapid software application development process exclusively for the  
 Delta Technology Development Community  
 1024 x 768, MS PowerPoint, Adobe Illustrator, Adobe Photoshop CS3

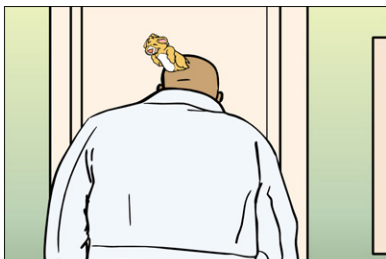
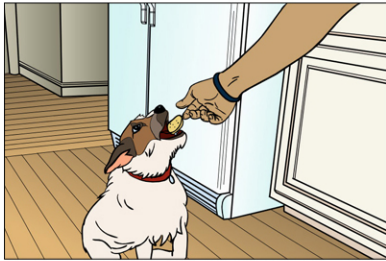
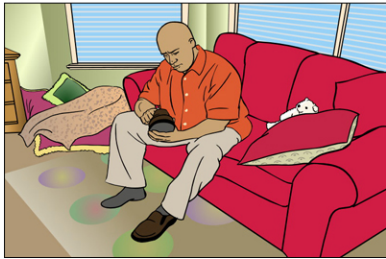
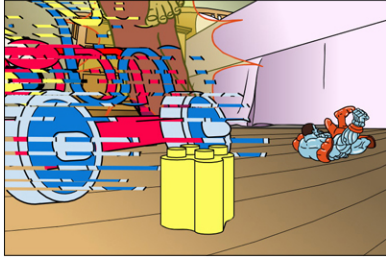
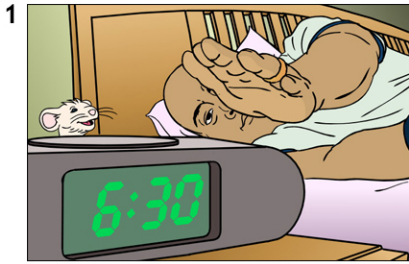


## 2 Enterprise Content Strategy

Ponch Orendain, illustrator/art director  
 Delta Technology Enterprise Architecture, client

Scholarly lecture on the science of content management, its strategic value to  
 Delta, and the methodologies recommended in developing its architecture.  
 1024 x 768, MS PowerPoint, Adobe Photoshop 7





# Animation

## 1 The Village Vet

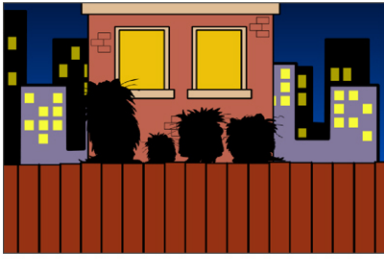
Ponch Orendain, animator/designer/illustrator  
Nmedia, client

*The Village Vet. 60 second opening for a video cable program.*

Veterinarian, Dr. Will Draper wakes up. A mouse pops its head behind the alarm clock. As he gets up, Zeppo the dog enters and plays with Will. As Will gets out of bed, he trips over one of his children's toys. Cut to the bathroom where Will is brushing his teeth. He notices a rabbit eating toothpaste by the sink. Cut to Will putting on his shoes. He pulls out a "Bratz" doll from his shoe. Cut to Zeppo the dog sitting on the kitchen floor. Will sees him and offers him a treat. Will's 7-year old daughter scolds her dad for breaking the "don't feed the dog from the kitchen" house rule. Cut to Will about to get into his car. As he reaches for the keys in his pocket he pulls out a sleepy hamster. Will looks around if anyone noticed. Cut to Will's office. He enters and stops by the door and shakes his neck. The hamster comes out of Will's collar, does a back flip, and exits as Will opens and shuts the door. Title, "The Village Vet" appears on the door.



*The Village Vet. Cut 08, Frame 27*



# Animation

## 1 FRADCTI

Ponch Orendain, animator/designer/illustrator

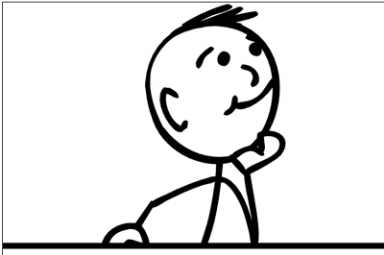
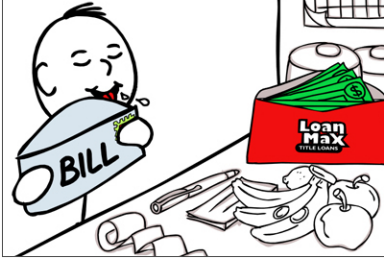
Enterprise Project Management Organization, client

*The Hapeville Transfer Sings, "Why FRADCTI?". 1:37 opening for a company wide method in planning, organizing, controlling and monitoring huge, long-term software development projects.*

Four "Sandra Boynton" styled cats sing the merits of FRADCTI (Feasibility, Requirements, Analysis, Design, Construct, Test, Implement) - Delta's approved project process system. The cats sing "Why FRADCTI?" ala the Manhattan Transfer's "Boy from New York City." In-house talent provided the harmonizing vocals and musical accompaniment.



Why FRADCTI? Cut 04, Frame 11



# Animation

3 (series)

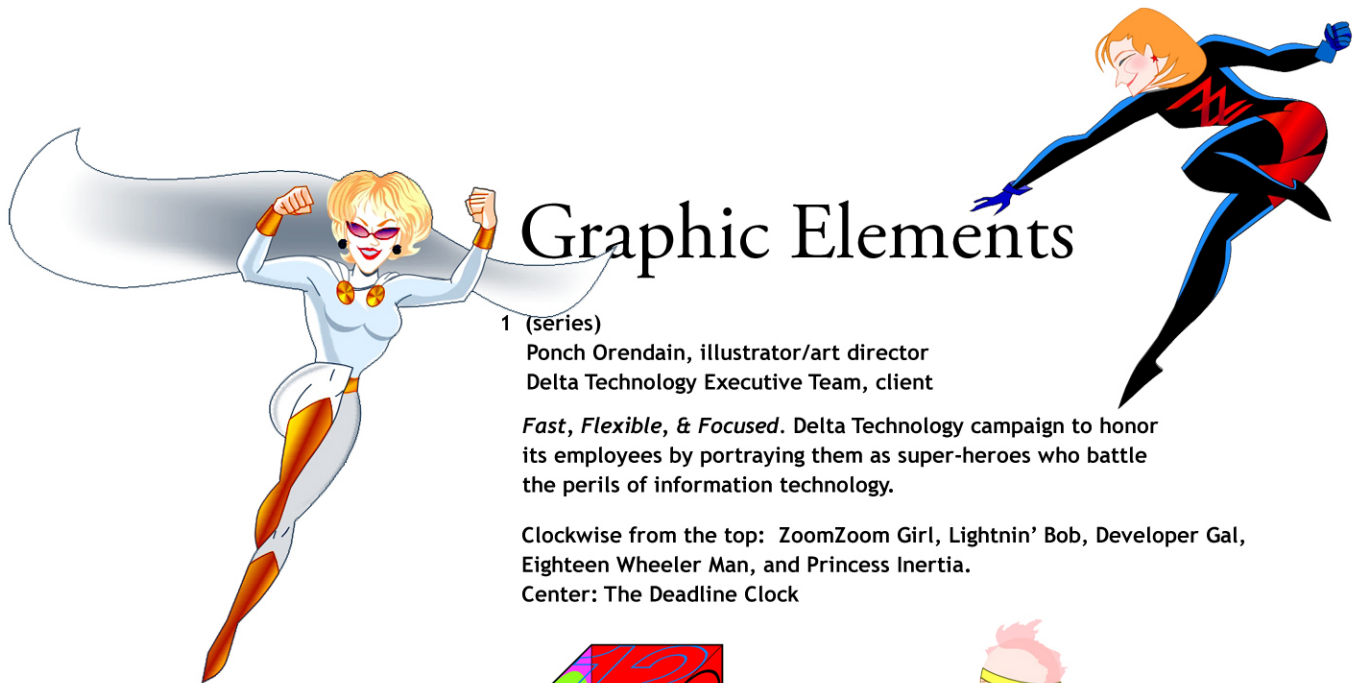
Ponch Orendain, animator/designer/illustrator  
 Select Management, client

*Take Charge of Your Life.* Series of television commercials advertising the services provided by Select Management's group of title loan services.

LoanMax Tile Loans is one of Select Management's privately owned title loan services. Take Charge of Your Life is one of five storylines that ran as a campaign for several years in over ten states in the Continental US.



*Take Charge of Your Life. Cut 04 DreamScene1, Frame 24*



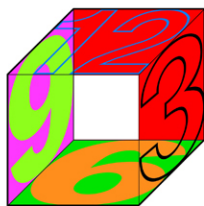
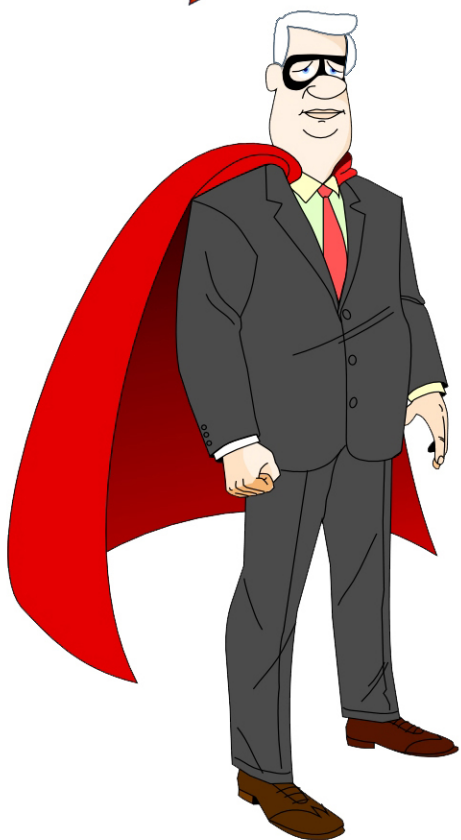
# Graphic Elements

1 (series)

Ponch Orendain, illustrator/art director  
Delta Technology Executive Team, client

*Fast, Flexible, & Focused.* Delta Technology campaign to honor its employees by portraying them as super-heroes who battle the perils of information technology.

Clockwise from the top: ZoomZoom Girl, Lightnin' Bob, Developer Gal, Eighteen Wheeler Man, and Princess Inertia.  
Center: The Deadline Clock



1



## Fine Arts

1 Ponch Orendain, artist/client

Portrait of Piat at 4 years old. 22 x 14, pastel and colored pencil on Strathmore 2-ply vellum.

2 Ponch Orendain, artist/client

Portrait of Maite - A birthday gift. 32 x 20, pastel and ink on Strathmore 2-ply vellum.

2



3 Ponch Orendain, artist  
Lieutenant Steve, client

Private family-owned train car that Lieutenant Steve hitches on to Amtrak. 30 x 22, pastel on Canson 300 lb. cold press.

3









m.orendain@gmail.com

404 590 9547