



Pilar Amado

graphic designer

Currently a graphic designer with over four years of fast-paced agency experience focused on experiential marketing, branding, digital, and print production.

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312.810.5136

EXPERIENCE

GRAPHIC DESIGNER

Elemento L2 | October 2015 - present

Working in concept development and art direction for experiential marketing campaigns, graphic design and copywriting for new business pitches, print production and Social media content development for brands including Coca-Cola, Jack Daniel's, Heineken and Target.

JR. ART DIRECTOR

Estudio Consulting | July 2017 - present

Working freelance with independent clients and agencies developing digital banners, print production and presentation design.

CREATIVE COORDINATOR

Elemento L2 | April 2014 - October 2015

Worked closely with the Senior Art director and Creative director in the concept ideation of experiential campaigns for Coca-Cola soccer sponsorships, Target, and Get Covered Illinois. Developed internal communication materials for the agency including infographics, emails, and print material.

EDUCATION

COLUMBIA COLLEGE CHICAGO

CHICAGO, IL | 2010 - 2013

Bachelor of Fine Arts for Fine Art
3.7 GPA and Dean's list

SKILLS

Logo development

Photography

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Lightroom)

Microsoft and Apple Office Suite

Typography

Spanish (native language)

AWARDS

MARKETING

Ex-Award for Best Multicultural Experiential Campaign
with Jack Daniel's House Siete | 2017

Portada Top Sports Campaign
with Copa Coca-Cola USA | 2016

Portada Top Online video marketing Campaign
with Jeannette Kaplum, Disney World's Parks and Resorts | 2016

Ex-Award for Multicultural Experiential Campaign
with Target Skeletown Square | 2014

VISUAL ARTIST

LAUNCH Artist residency
with Chicago Artist Coalition | 2014

Pougialis Fine Art Award, 2nd place
with Columbia College Chicago | 2012

THIS IS THE END. HERE ARE SOME RANDOM FACTS.

My last name means loved-one in Spanish.

I was a dancer for 5 years before I turned into a hard-core climber with 10+ years of experience.

I'm the co-founder of Sending in Color, an initiative to promote diversity within the Chicago climbing scene.