

# PAMELA RIVERA

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Chicago

Award-winning art director with over 10 years of experience developing concept-driven, emotionally rich campaigns. Skilled at leading teams, presenting ideas, and directing shoots, I bring the heart, craft, and vision needed to turn any brief into compelling, integrated creative. Outside my 9-5 you'll find me keeping up my French Duolingo streak, brushing up my salsa dancing skills and wanting to befriend every dog I see.

## EXPERIENCE

### AMP (FORMERLY UPSHOT)

Senior Art Director

Sept 2021 - Now

- Drive concept development and visual direction for seasonal campaigns, retail environments, and sports-partnership visuals across print, digital, and in-store, delivering 20+ assets per campaign cycle with consistent brand alignment.
- Lead end-to-end photo and video shoots, overseeing talent, styling, lighting, and on-set decisions for 3+ shoots per year, ensuring cohesive output across all deliverables.
- Partner with strategy, account, and production to translate insights into compelling creative platforms, improving cross-channel asset reuse and strengthening brand coherence.
- Lead brand and campaign initiatives, including past award-winning identity refreshes, social content frameworks, and packaging systems, elevating visual direction and consistency.
- Mentor junior creatives through concepting, design development, and layout refinement, contributing to faster ideation cycles and increased team efficiency.
- Build and maintain strong client relationships by presenting creative clearly, translating ambiguous asks into actionable, story-telling inspired visuals.
- Concepted a limited-edition packaging campaign rooted in cultural insight, led conversations with the Spanish-speaking illustrator and managed print process.

### SRW

Senior Art Director

Feb 2021 - Aug 2021

Art Director

Mar 2019 - Feb 2021

- Led social-first creative across 6 better-for-you CPG brands, improving engagement by 15% through platform-native storytelling and elevated visual systems.
- Developed and delivered 40+ assets per quarter, ensuring consistent creative direction across static, motion, and campaign content.
- Directed 5+ shoots annually, improving shoot efficiency and cutting reshoot needs by 30% through tighter pre-production and clearer on-set direction.
- Ran agency-wide brainstorms generating 10+ ideas per session, accelerating social and campaign development.
- Designed experiential and trade show booths that increased brand awareness and enhanced brand visibility, leading to multi-year reuse.
- Led a full brand refresh including packaging, photography, and web design, improving brand cohesion.

### ENJOY LIFE FOODS

Graphic Designer

Mar 2017- Mar 2019

- Produced high-volume creative across print, digital, email, and social, completing 60+ assets annually to support brand growth and retailer expansion.
- Shot and edited product photography that increased social content quality and contributed to double-digit engagement lifts on core platforms.
- Partnered with agencies on campaign and packaging development, improving brand consistency and reducing design revisions by ~25%.

### WEBER SHANDWICK

Designer/Assistant Account Executive  
Intern

Apr 2015- Mar 2017  
Feb 2015 - Apr 2015

## SKILLS

Concepting & Creative Strategy  
Insight-Driven Storytelling  
Cross-Functional Creative Leadership  
Presentation & Pitch Leadership  
Team Mentorship  
Native Spanish Speaker

## STRENGTHS

Photoshoot Direction (Photo, Video, Social)  
Packaging  
Shopper Marketing  
Digital Display  
Print Media  
Adobe Creative Suite  
AI Platforms (ChatGPT, Midjourney, Gemini)  
Figma

## AWARDS

Bronze Shorty Awards 2025  
Audience Honor Shorty Awards 2025  
Gold MUSE Awards 2025  
Platinum MUSE Awards 2025  
2x Platinum Hermes Creative Awards 2025  
2x Gold Hermes Creative Awards 2025  
Platinum Hermes Creative Awards 2023  
Gold Hermes Creative Awards 2023

## SELECT CLIENTS

Constellation - Corona, Modelo, Victoria  
ALDI  
Mondelez - Enjoy Life Foods  
LALA Foods  
NB Pure

## EDUCATION

### MCKINSEY & COMPANY

2023

Hispanic & Latino Business Leadership Program

### WASHINGTON UNIVERSITY IN ST. LOUIS

2014

Bachelor of Arts in Psychology & Anthropology  
Minor in Communication Design