PAMELA RIVERA

pamelarivera.net
pamelarivera@live.com
(847) 873-4049
Chicago, IL

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 — *Apr 2015 - Mar 2017*
Intern — *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
Mondelēz – 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