

# AMY CO

AMY (AMARILIS) CONCEPCION | LAS VEGAS, NV

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Senior designer and art director with experience leading brand, advertising, and experiential work for global hospitality and entertainment brands.

## EDUCATION

**SAN DIEGO STATE UNIVERSITY**  
Bachelor's Degree in Art-Graphic Design  
May 2015

Coursework included: *Typography; Infographics; Branding; Digital Media; Web Design; Photography; Packaging; Art History*

Dean's List, 3.80 GPA, Summa Cum Laude

## SKILLS

### TECHNICAL

Mac OS  
InDesign, Illustrator, Photoshop, Bridge, Figma  
Microsoft Word, Excel, PowerPoint, Outlook, Teams

### SOFT SKILLS

Leading projects and teams  
Conceptual thinking and attention to detail  
Writing and social media skills  
Driven and able to work alone or on teams  
Fast learner, organized and detail-oriented  
Time-management and multitasking  
Effective communicator and presenter  
Bilingual (English/Spanish)

### DESIGN

Conceptualization and execution  
Branding, strategy and customer journey  
Spatial/environmental design  
Layout, typography, packaging and color  
Photo/video storyboarding and on-set direction  
Print and interactive design  
File preparation and proofing  
Iconography, illustration and hand-lettering  
High-profile presentations  
Competitive research and scouting  
In-situation mockups

## EXPERIENCE

### HILTON WORLDWIDE | REMOTE (EAST COAST HOURS)

**Art Director & Designer, Sep. 2022–Dec. 2025 (dept. layoff)**

- *Embassy Suites* branding, strategy, campaigns, buildout, photography/video direction, and social capture
- *Homewood Suites* and *LivSmart Studios* lifestyle and F&B photoshoots
- *Waldorf Astoria* branding, buildout, and illustrations
- *Hampton Inn & Suites* F&B illustrations
- *Hilton* enterprise branding and enforcement across agencies and partnerships
- *Luxury and All-Inclusive Category* hotel collateral (luggage tags, directories, key cards, menus, stationery)
- *Hilton for Business* launch contest and social campaign
- *Las Vegas Properties* drone footage direction
- *Hilton Meetings and Events* video direction

### CAESARS ENTERTAINMENT | LAS VEGAS, NV

**Senior Designer, May 2017–Sep. 2022**

- *Caesars Rewards* branding, strategy, campaigns, photography direction, and *Colts Stadium* partnership
- *Caesars Sportsbook* branding and installations
- *Caesars Bluewaters Dubai* property and outlet branding
- *Lunar New Year and New Year's Eve* (ADDY Award)
- *Always Harrah's (Atlantic City and Metropolis)* campaign
- *High Roller souvenir book*
- *Eiffel Tower and Voie Spa (Paris Las Vegas)* branding
- *GoPool and Beach Club (Flamingo Las Vegas)* branding
- *Indiana Grand acquisition* campaign and branding
- *Adele Residency* VIP Customer invitation ticket boxes
- *Horseshoe St. Louis* Opening Campaign

### SELF-EMPLOYED

**Freelance Graphic Designer, Aug. 2016–Nov. 2017**

Clients included: *Tony Robbins Research International; EDM World Magazine; Paradeigm Films; Raindrop Marketing; Tadpole Adaptive* working on marketing collateral, websites, magazines, newsletters, trade booths, and other items.

### CAMPAIGN CREATORS | SAN DIEGO, CA

**Graphic Designer, May 2014–Aug. 2016**

Designed and marketed various products, websites, logos, ad campaigns and social media campaigns. Received the 2015 MVP Designer Award for my contributions to the team.

### I.D.E.A. | SAN DIEGO, CA

**Creative Intern, March–May 2015**

Branding projects, developed iconography, and assisted with advertisement concepts across various media.