AMY CO

AMY (AMARILIS) CONCEPCION | LAS VEGAS, NV

amycodesign.com
amyco.design@gmail.com
(619) 201-1633

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

CROWDSTRIKE | REMOTE

Contract Graphic Designer, Feb. 2026–Present

- *Fal.Con Vegas* conference branding, large-format print buildouts, customer activations, live photo editing
- *CrowdStrike* merchandise (hats, pins, t-shirts, beach towels, dog leashes, keychains, water bottles, etc.)
- Various web and social graphics for product releases, partnership announcements, keynote speakers, etc.

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

CAMPAIGN CREATORS | SAN DIEGO, CA

Graphic Designer, May 2014–Aug. 2016

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

Creative Intern, March–May 2015