

# AMY CO

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I am an enthusiastic and passionate Senior Graphic Designer looking to advance in my career.

## 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 for 6 semesters, 3.80 GPA  
Summa Cum Laude Honors Graduate

## SKILLS

### TECHNICAL

Mac OS  
Adobe CC InDesign, Illustrator, Photoshop, Bridge  
Microsoft Word, Excel, PowerPoint, Outlook, Teams  
DSLR photography

### SOFT SKILLS

Leading projects and teams  
Conceptual thinking and attention to detail  
Writing and social media skills  
Motivated and able to work alone or on teams  
Fast learner, organized, and detail-oriented  
Time-management and multitasking  
Effective communicator and highly driven

### DESIGN

Conceptualization and execution  
Branding, strategy and customer journey  
Layout, typography, packaging and color  
Photography direction and editing  
Space planning  
Print and interactive design  
File preparation and proofing  
Iconography and sketching  
Hand-lettering

## EXPERIENCE

### HILTON HOTELS & RESORTS | REMOTE

#### Senior Designer, September 2022–Present

- *Embassy Suites* branding, strategy, campaigns, buildout, photography and video direction, and social capture
- *Homewood Suites* lifestyle and F&B photoshoots
- *Waldorf Astoria* branding, buildout, and illustrations
- *All-Inclusive Properties* foldable map
- *Luxury Category* hotel collateral (luggage tags, bathrobe cards, key card packets, dining menus, directories, stationery and business cards)
- *Hilton x Planet Water Foundation* campaign
- *Las Vegas Properties* drone footage direction
- *LXR Properties* video and hype trailer direction

### CAESARS ENTERTAINMENT | LAS VEGAS, NV

#### Senior Designer, March 2017–September 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, Nov 2016–Nov 2017

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

### CAMPAIGN CREATORS | SAN DIEGO, CA

#### Graphic Designer, May 2014–August 2016

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