



KARYNA • AMADOR  
DESIGN

GRAPHIC  
DESIGN  
AND ART  
DIRECTION

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## EXPERIENCE

### **PIL CREATIVE GROUP** / Senior Graphic Designer & Art Director / Coral Gables, FL / August 2007–Present

PIL Creative Group is an award-winning agency with a diverse portfolio and focus in high-end luxury design. My creative work includes designing for a variety of print and web projects such as collateral pieces, brochures, direct mail, logos, website layout design, ad campaigns, web banner ads, e-mail marketing, new client presentations and more. Ability to deliver new designs and projects in time sensitive situations. Other duties and knowledge include pre-press production for print ready files, on-press color proofing experience, heavy photo retouching and assisting in the design and production of client presentations using Keynote and Power Point. My work has received Gold and Silver Addy awards alongside the agency.

### **PAPER SQUID INC.** / Owner, Art Director and Graphic Design / Miami FL / 2007–Present

Paper Squid Inc., is a blog and online shop specializing in stationery, paper goods and surface pattern illustration. As the designer I create patterns and illustrations for home decor and everyday items such as art prints, iphone covers, pillows and more. Other products include printable stationery with an emphasis on everyday use and children's events. I also create many web components such as banners, animated gif's and more for blog, newsletter and other online and social media interfaces. To view products please visit [www.papersquid.etsy.com](http://www.papersquid.etsy.com).

### **MARKETING MAGIC ADVERTISING** / Graphic Designer / Hollywood, FL / 2006–2007

MM is a full Service Advertising Agency with a broad range of clients. My time there included collaborating with Creative Director and team to design menus, annual reports, posters, store concept renderings, advertisements, collateral, website design and e-mail blasts, as well as participate and brainstorm in many client meetings.

### **VPX SPORTS/REDLINE INC.** / Graphic Designer / Davie, FL / 2005–2006

Print design work included a wide array of package design for their food and sports enhancement products. Other duties consisted of pre-press production: having files print ready for advertisements and package designs as well as creating unique die-line templates for box packaging and more. Other duties included magazine advertisement layouts and very extensive photo retouching.

### **THE ALTEN GROUP** / Internship, Graphic Designer / Miami, FL / 2005

As part of my internship I collaborated with an award-winning graphic design team to aid in the production of client works, designs, file changes and file preparations.

## SKILLS, LANGUAGES, EDUCATION & MORE

**SOFTWARE & TECHNICAL SKILLS** / Highly proficient and knowledgeable in Adobe InDesign, Adobe Photoshop, and Adobe Illustrator CS6. Highly proficient and knowledgeable in final art file preparation and execution for print design. Experience with on-press file and color checking at printers.. Am also aware and well informed of the varied aspects of web design making me able to work alongside programmers to discuss files and executions for designs, (have successfully collaborated with programmers and developers for full website design and execution). Also work with many online interfaces for clients and personal projects such as Blogger, Mail Chimp and many other web and social media outlets. Knowledgeable in Keynote and Microsoft Power Point. Am also familiar with Microsoft Word and Excel.

**EDUCATION** / BFA 2005: Bachelor of Fine Art in Graphic Design & Visual Communication. AIU, Plantation FL., Summa Cum Laude / Florida International University 2000-2002, Miami, FL, AA credits received, major in Marketing and Creative Writing

**AWARDS** / Addy Award Winner for PIL Creative Group: Total 8 Gold for Direct Mail Campaign & Collateral for Seabourn Cruise Lines, 2008-2013 as well as 2 Silver Addy's, 2013, for Seabourn Cruise Lines (Greater Miami) / 2010 Gold Addy: Casa de Campo Holiday E-Card / For Paper Squid Inc.: *CHA Association* Indie Winner, and *Stationery Trends Magazine* Designer Award

**LANGUAGES** / Bilingual: Fluent in both English and Spanish.