

Amy Torres

Illustrator

Senior illustrator with nine years across advertising, packaging, and editorial. Lead campaigns from concept boards through finished art and oversee freelancers on overflow work. Known for a graphic, screenprint-influenced style that scales from app icons to mural-sized signage.

CONTACT INFORMATION



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EDUCATION

BFA, Communication Design,
Texas State University, 2015

Adobe Certified Professional,
Photoshop, 2019

KEY SKILLS

- Illustrator, Photoshop, Fresco
- Procreate and Clip Studio
- Packaging and OOH illustration
- Editorial conceptual work
- Icon systems and brand illustration
- Screenprint and risograph
- Pantone and print production
- Freelance art direction
- Pitch development and client presenting

PROFESSIONAL EXPERIENCE

SENIOR ILLUSTRATOR | SALTbrook STUDIO, AUSTIN, TX, 2020 – PRESENT

- Lead illustration for 3 to 5 brand campaigns a quarter for CPG and hospitality clients, including a coffee packaging refresh that drove a 22% lift in unit sales at the launch retailer
- Direct rosters of 4 to 6 freelance illustrators per project, briefing style, color, and delivery specs
- Develop pitch comps and animatics that close roughly 7 in 10 new-business presentations
- Set and maintain studio illustration guidelines, including a brush library and export presets shared with the design team
- Partner with print vendors on Pantone matching, foil, and special inks for packaging runs

ILLUSTRATOR | HERON & VALE CREATIVE, HOUSTON, TX, 2017 – 2020

- Illustrated weekly editorial features for two national publications on 48-hour deadlines
- Built a recurring icon system used across a fintech client's web, app, and print materials, totaling 240 icons
- Pitched directly to art directors and won 9 long-form magazine assignments in 2019
- Mentored two junior illustrators on conceptual sketching and client revisions

JUNIOR ILLUSTRATOR | MOSSLINE AGENCY, HOUSTON, TX, 2015 – 2017

- Supported senior illustrators on packaging and OOH campaigns for regional grocery and beverage brands
- Produced spot illustrations and infographic art for client newsletters and trade ads
- Owned file prep and asset hand-off to production for about 60 projects per year