

Amanda Brongo

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SUMMARY

An ambitious creative illustrator with adaptable skill sets including an illustration style range with a digital and traditional artistic background. Goal-oriented and determined to deliver work that is impactful and exemplary.

EDUCATION

Rochester Institute of Technology - Bachelor of Fine Arts in Illustration - *Summa Cum Laude Dec. 2023*

PROJECTS

Friends of the Tampa Riverwalk - *Event Poster*

November 2023

Poster Illustrator

- Created a marketing poster for the annual Riverfest event on the Tampa, Florida Riverwalk which was used on social media platforms to boost engagement and market the event in May 2024
- Used Adobe Photoshop for preliminary sketches and concepts then moved to Adobe Illustrator for content composition, coloring, and type layout.

Times for Kids Magazine - *Editorial Mockup*

December 2023

Article Illustrator

- Illustrated a half spread and spot illustrations for an existing article published by Times for Kids Magazine
- Watercolor techniques were implemented to color the illustrations digitally and the original website type choice was reconsidered to suit the illustration

Greeting Card Illustrations - *Seasonal/Holiday Cards*

June 2024

Card Illustrator & Calligrapher

- Created multiple series of greeting cards that included various birthday and holiday illustrations
- Traditional mediums, such as watercolor and ink, were used to create select cards while other renderings were done through Adobe Photoshop. Some designs are accompanied by unique calligraphy

WORK EXPERIENCE

Family Development Inc. - *Rochester, NY*

January 2023 - Present

Office Administrator

- Improved company relevancy by implementing a full web redesign, SEOs, and an email inbox transfer
- Created flyers, brochures, and social media posts to boost engagement for the company
- Project: Designed an advertisement and worked with Westside News to publish it in the local newspaper which generated job site traffic and viable leads

Business Logo and Branding - *Freelance*

Present

Graphic Designer

- Head of brand identity and design for start-up companies and entrepreneurs
- Worked with clients to create their logos, design marketing materials, and create cohesive web designs

SKILLS

Illustration: Children's Media, Advertising, Editorial, Corporate, Graphic Design, Traditional Drawing, Watercolor

Design: Marketing Material Design, Web Design & Management, Social Media Content Creation

Software Literacy: Adobe Creative Suite (Ps, Ai, Id), Mac OS & Windows PC, Microsoft Office, Google Workspace