

KLEVER ALVARADO

NYC | Designer + Illustrator

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EDUCATION

School of Visual Arts
BFA: Graphic Design
Class of 2017

EXHIBITION

Queens Museum
*En Diáspora Pueblos
Transnacionales.*

Visual depiction on the
duality of identities as
an Ecuadorian migrant
becoming a New Yorker.
September 2022

FOCUSES/ SKILLS

Brand Identity,
Digital Print Collateral,
Event/ Experiential Design,
Illustration, Murals

LANGUAGES

Fluent in English
& Spanish

EXPERIENCE

Acrylicize

Concept and Installation Design work for Capital One's Winter Travel Campaign. Illustration mural design was also done for Lego Boston Offices in the theme of *Celebration*.
Freelance September 2024 - January 2025

Berlin Rosen

First Half: Social Media content work for advocacy driven projects such as racial justice, workers advocacy and LGBTQI+ issues. Second Half: Based on branded guidelines, focused on creating digital and print ads for Bermuda Travel
Full Time / Freelance October 2022 - August 2023.

Palette Group:
Nascar | Bundesliga

Nascar: Branding (Signage, Print collateral) & Illustration design for Bubba's Block Party event. Bubba Wallace as the public figure invites the black community to Nascar (Richmond Raceway). The event included Q&A with Bubba, live Artist/ DJ performances, and family activities.

Bundesliga: Signage design for Bundesliga "Common Ground" event at the New Design HS Rooftop. Kids and adult players came into compete at their age group tournament.
Freelance July- September 2022

Ecuadorian American
Cultural Center

Digital/ Print collateral including Merch design for Ecuadorian Cultural Center in house and around the city presentation events.
November 2021 - June 2022

Palette Group:
Allyship & Action

The State of Equity is A&A's tent pole event in Q4, a gathering of industries for annual planning and development around anti-racism and designing equitable industries. Animated illustrations were created for a 2 day summit live event.
Freelance October - December 2020

Superunion NYC

Advertising and Re-branding for CPG and Tech product brands.
Freelance February - March 2020

Revolver New York

Visual Branding (Re-Brand) and illustration work for clients within the restaurant, hospitality, and residential lifestyle field.
Full Time July 2018 - August 2019

Interbrand NYC

Advertising / Marketing Branding work for global Tech, Financial, CPG leading brands such as Microsoft, Sanex, Voya, Toyota.
Full Time/ Freelance February - June 2018

Brisk / Pepsico

Illustration Label design for the new Watermelon/ Lemonade "Flavor of the Summer".
Freelance August - September 2016

Brooklyn Museum

Internship work involved pitching ideas to promote upcoming museum events. Being mindful about the museum visiting experience, we designed signage, info-graphics, and merch.
June - August 2016