

HELLO I'M

AMANDAVINAS

ART DIRECTOR | SENIOR GRAPHIC DESIGNER

BRANDING

AMANDAVIVAS

THE MANDY CLUB

ROLE

Creative Direction,
Design

YEAR

2020, Present

INDUSTRY

Fashion & Jewelry



Mandy

The Mandy Club is a handmade, gender-neutral jewelry brand rooted in creativity, individuality and inclusive self-expression. The brand's design ethos blends classic jewelry elements with playful, personal inspiration to create pieces that feel both avant-garde and wearable.

I led the full brand development from concept to multi-channel execution, establishing a cohesive visual language that resonates with the brand's community-driven ethos. This included logo creation and typographic pairing, the development of a flexible color system, and strategic visual content curation. I then translated the identity across digital and physical touchpoints, from website design and packaging to social media, promotional campaigns, and physical and digital marketing assets.

In addition to strategy and design, I directed creative production for the brand photoshoot, ensuring imagery aligned with both brand personality and marketing objectives. Through thoughtful art direction and consistent system application, the brand's visual presence was elevated to support ongoing growth and community connection.

Mandy

Shop

About Us

Care Tips

Contact



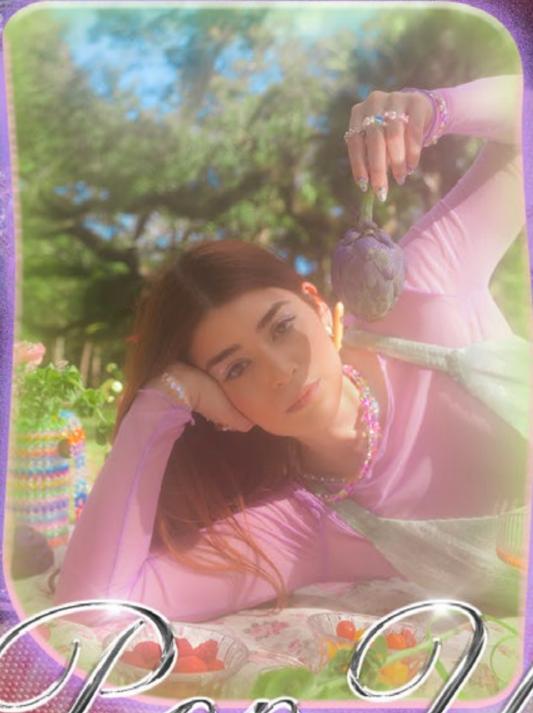
Log In



Mandy

collection out now ethereal collection out now ethereal collection out now ethereal collection out now ethereal

The Mandy Club



Pop Up

MIAMI DESIGN DISTRICT APRIL 6 - 7
JUNGLE PLAZA 12:00 - 6:00 PM

**ENDS
TODAY**



**15% OFF
SITEWIDE**

shop now

Ethereal

Launching April 12th





Welcome TO THE Club



SPECIALTY CRUISES VIRGIN VOYAGES

ROLE

Visual Concept,
Design

YEAR

2025

INDUSTRY

Hospitality



The Specialty Cruises campaign was developed to spotlight Virgin Voyages' immersive, limited-time sailings throughout the year, including Valentine's Day, Wellbeing Season, Comedy Fest, and other experiential voyages designed to push beyond the traditional cruise offering. The goal was to generate early bookings while building excitement around the brand's most boundary-pushing journeys.

I led the campaign's visual concept and art direction, creating a cohesive storytelling system that unified multiple specialty sailings under one distinctive creative umbrella. The campaign was designed to feel collectible and iconic, with each sailing represented as part of a larger visual narrative, encouraging sailors to see these experiences as memorable moments rather than one-off trips.

The visual language balanced bold, captivating imagery with Virgin Voyages' core brand DNA, ensuring the campaign felt fresh and elevated without departing from the established identity. By transforming each specialty sailing into a piece of a larger story, the campaign positions Virgin Voyages' specialty cruises as unforgettable, immersive experiences for sailors seeking something unexpected, experiential and truly memorable.



APAC
SPECIALTY
Cruises
BY VIRGIN VOYAGES
PHOM

Virgin
VOYAGES

**THE 2026 SPECIALTY CRUISE
DROP HAS ARRIVED.**

Stories don't restock,
& neither do these sailings.
Secure your Specialty Cruise today.



Destinations

North America ▾

Travel dates

Mar 2025 - Mar 2026 ▾

SEARCH CRUISES



HOLIDAYS

VVSC
SPECIALTY
Cruises
2026
BY VIRGIN VOYAGES



HALLOWEEN

EAT & DRINK

V
V
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SPECIALTY *Cruises*

BY VIRGIN VOYAGES

2
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2
6

Virginia
VOYAGES

AHOY, VICTORIA!

ID: 123456

First Mate: Victoria Tilson

Tilson Travel, Inc.



LIMITED SAILINGS. UNLIMITED MEMORIES.

THE 2026 SPECIALTY CRUISE DROP HAS LANDED

Peek inside the 2026 lineup.

Top sailings worth booking early! Visit our Specialty Cruise page to view the full collection.



[VIEW SPECIALTY CRUISES](#)

CAMBUR SOFT SERVE



ROLE

Creative Direction,
Design

YEAR

2025, Present

INDUSTRY

Gastronomy



Cambur is a soft-serve ice cream brand made with just two natural ingredients: coconut milk and banana, created for a health conscious audience in Mexico City. Rooted in simplicity and transparency, the brand redefines indulgence by offering a plant-based, guilt-free treat that aligns with an active, mindful lifestyle.

At its core, Cambur's mission is to deliver a delicious and joyful ice cream experience without processed ingredients, allowing customers to reconnect with real food that nourishes the body while respecting animal welfare. The product itself becomes the proof of the brand philosophy: minimal, honest, and intentionally crafted.

The visual identity is designed to feel young, hip, and highly distinctive, standing out within the current food and wellness landscape. Bold colors, tropical cues and playful energy come together to create a vibrant brand presence that feels fresh and approachable rather than restrictive or overly "healthy." The result is a visual system that celebrates natural ingredients through a colorful, expressive aesthetic, positioning Cambur as a modern, feel-good alternative in the frozen dessert market.



cambour



NATURAL Y TROPICAL



cambur

HELADO
VEGANO

cambur

HECHO CON
SÓLO DOS
INGREDIENTES



c
cambur
helado
vegano
est. '25

ZORAIDA ORCIAL

ROLE

Creative Direction,
Design

YEAR

2018-2025

INDUSTRY

Wellness



ZORAIDA ORCIAL

Zoraida Orcial is a media personality and influencer focused on community, empowerment, and meaningful connection among women. Through event-driven experiences, she has built an engaged audience seeking authenticity, inspiration, and shared celebration.

I developed a classic yet flexible visual identity for Zoraida that reflects her personal style and can evolve with her expanding career, from health coaching and writing an ebook to hosting events, launching a podcast, and community building across Venezuela and Miami. The brand system balances timeless elegance with modern vitality, creating a visual language that feels authentic to her voice while adaptable for future endeavors.

The identity centers on refined typography, a warm and confident color palette, and graphic elements that carry a sense of connection, empowerment, and celebration. This visual framework was designed to be modular, allowing seamless application across platforms, from social media and online content to event signage, promotional materials, and merchandise — without losing coherence as her projects evolve.

The brand supports Zoraida's multifaceted presence, enabling her to communicate with clarity and impact as she continues to build experiences that bring women together for transformative, joyful, and life-affirming connections.



ZORAIDA
ORCIAL





Zoraida Orcial

@ZoraidaOrcial · 710 subscribers · 24 videos

Nadie puede escapar de los desafíos que nos pone la vida. Todos estamos llamados a su...more

[instagram.com/zoraidaorcial](https://www.instagram.com/zoraidaorcial) and 1 more link

Subscribed

Home Videos Shorts Playlists

Videos



7 herramientas para combatir



¿Cómo los masajes mejoran



¿Cómo establecer límites y



¿Cómo preparar un jugo



¿Cómo tomar decisiones



¿Cómo hacer panquecas de



ZORAIDA
ORCIAL

EP #1

¿CÓMO RESCATARME A MI MISMA?

GUS AND SONS

ROLE

Creative Direction,
Spatial Concept,
Signage, Design

YEAR

2017

INDUSTRY

Gastronomy,
Nightlife

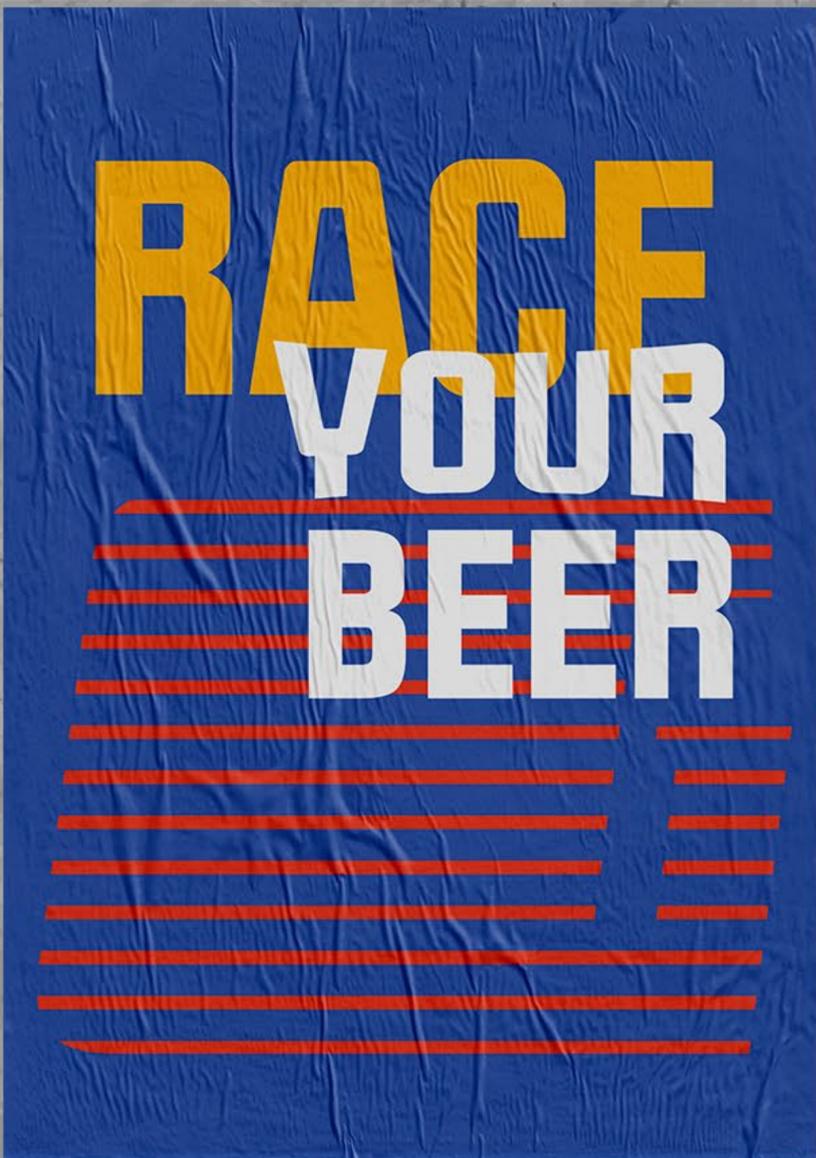


Gus and Sons is a car-inspired sports bar in Maracaibo created by a father and his sons. Built around automotive culture, the space reimagines a garage aesthetic through American gas station references and motorsport influences.

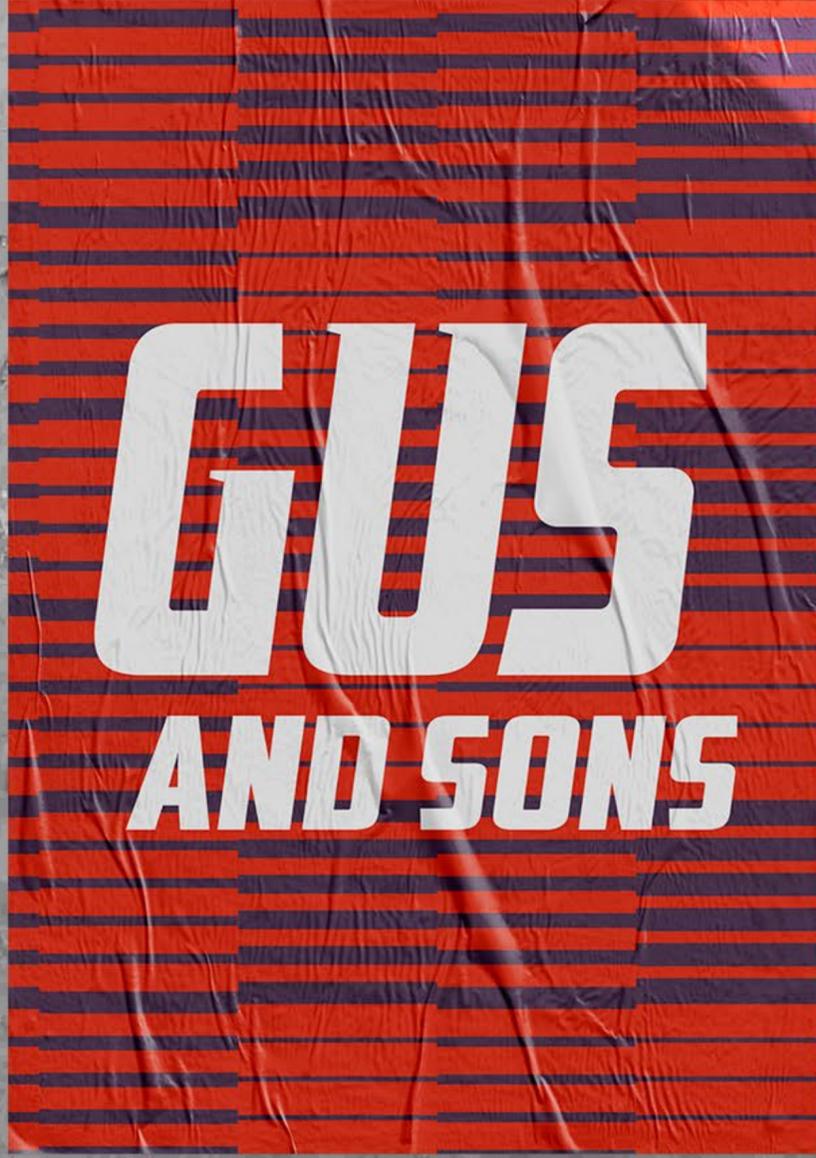
I developed the brand identity and visual system to reflect this unique theme, balancing rugged mechanical references with vibrant, dynamic visual energy. The brand drew on influences from petrol memorabilia and Americana signage to craft a visual language that felt authentic, bold, and instantly recognizable, while still suitable for menus, signage, interiors and social content.

The resulting identity visually communicates the bar's personality: a place where sports, speed and spirited social experiences collide. By synthesizing automotive motifs with a cohesive typographic system and high-impact imagery, the brand stands out within the market and reinforces Gus and Sons' character as a destination rooted in passion, heritage, and communal energy.

RACE
YOUR
BEER

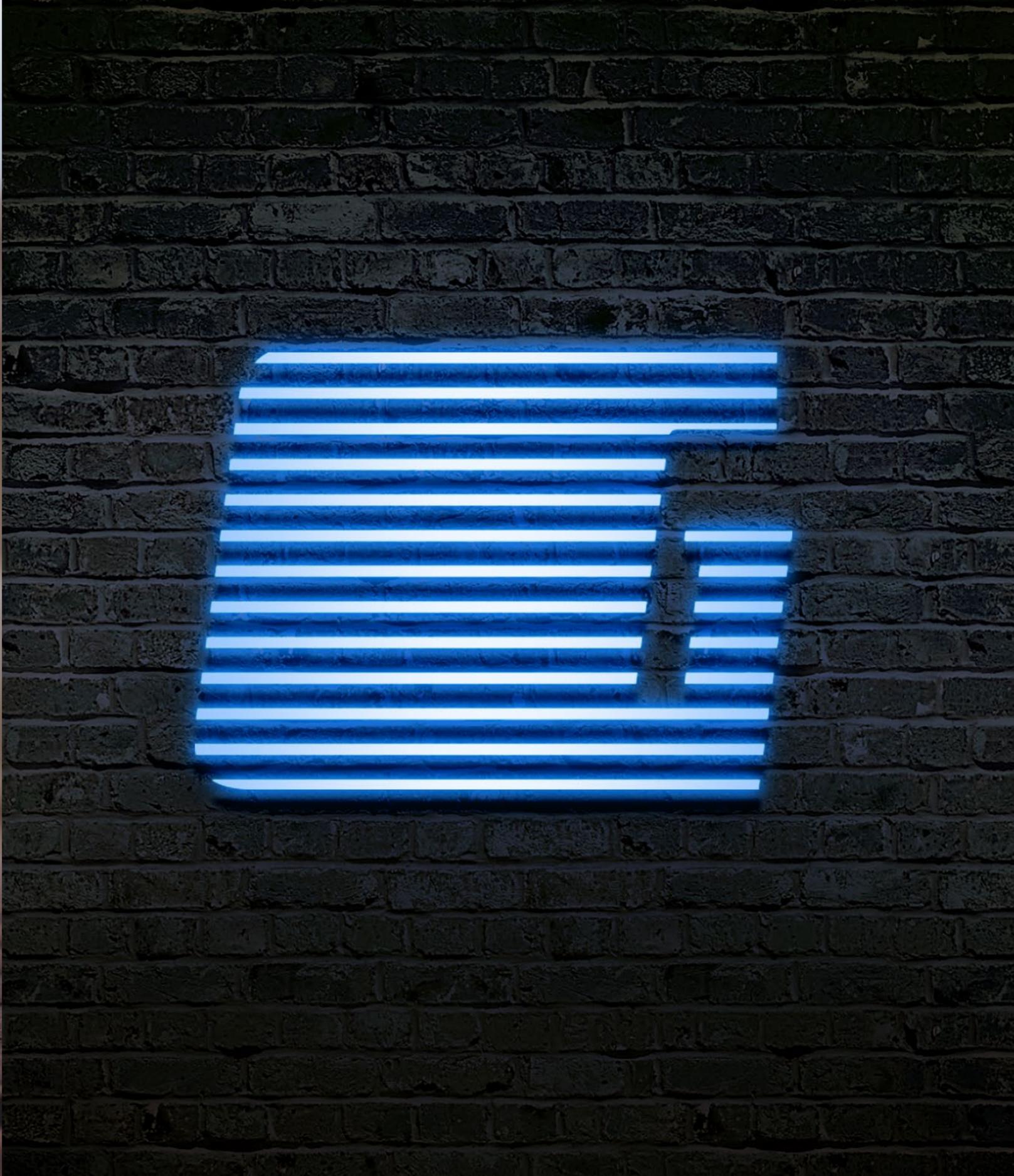


GUS
AND SONS



BEERS
DRINKS
SNACKS





LOGO BOOK

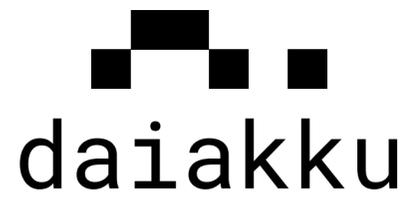
AMANDAVIVAS



ZAIS
CORTEZ



ZOE

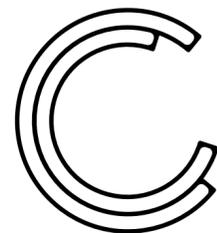


social
medicine



happy
little
tails 

VIDA
PLENA



carol
vergel

C  NIM

BRAND DEVELOPMENT + MARKETING

AMANDAVIVAS

ENTÉRATE AWARDS

2025

Entérate Awards is an annual corporate awards event created for Entérate, an insurance company celebrating yearly achievements across its organization. The visual identity was designed to elevate the brand into a polished, celebratory experience, balancing professionalism with a sense of recognition and pride.

Deliverables included event branding, invitations, awards, banners, welcome materials and visual media presentations, supporting a 200-person award show developed in collaboration with the company and production team.





PARIS SAINT-GERMAIN ACADEMY USA

2022

Designed to attract young athletes and families to enroll in seasonal soccer camps. The system uses bold typography, dynamic motion and high-energy imagery aligned with PSG's global brand to communicate performance, credibility and aspiration. Deliverables included on-site branding, social media assets, website content and email campaigns focused on driving awareness, engagement and camp registrations.





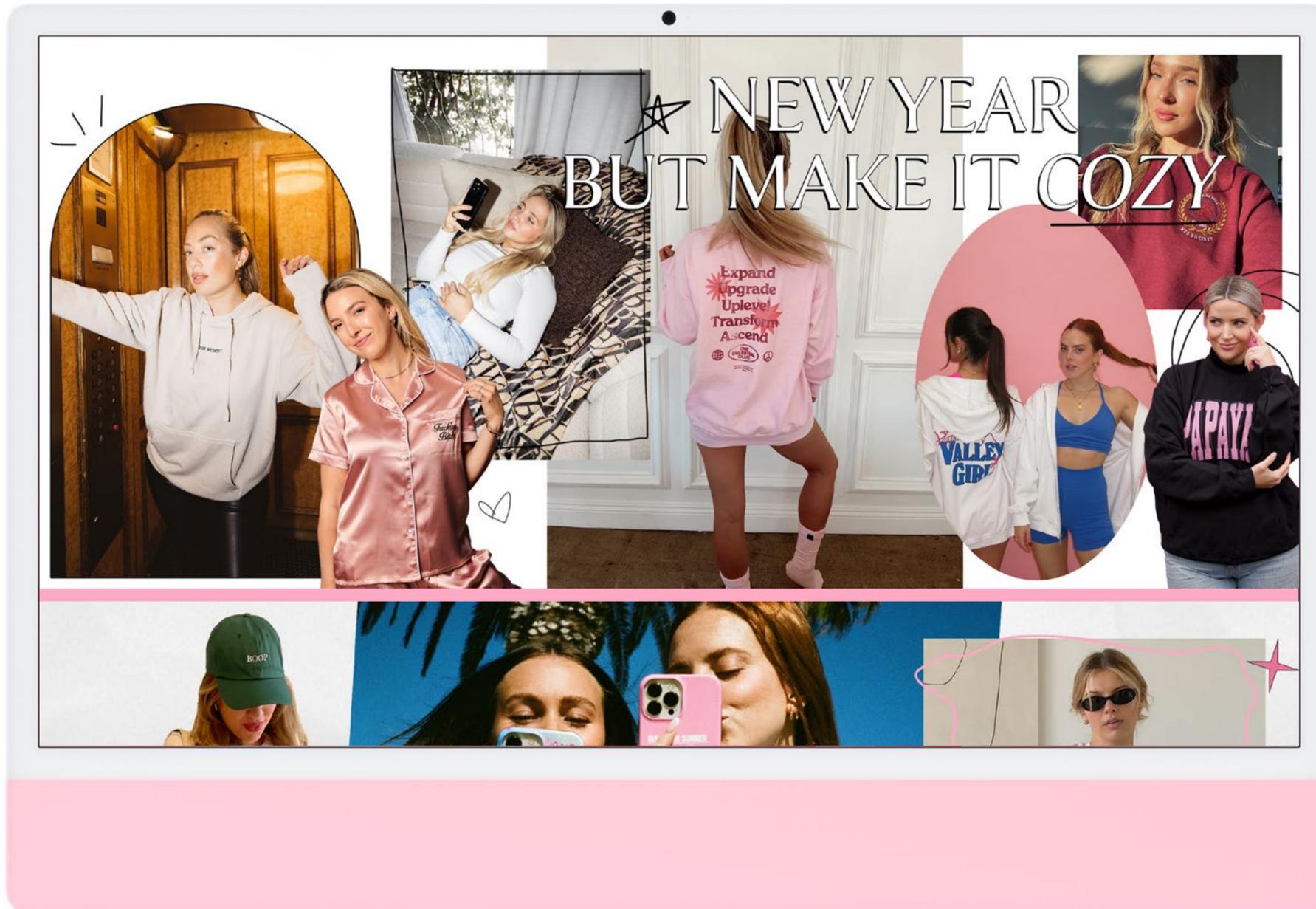
ICI C'EST PARIS

[CAMPS >](#)

INFLUENCER MARKETING

2023

Developed digital campaigns to support influencer merch launches across multiple platforms. Creative direction focused on translating each creator's existing brand and audience into cohesive launch-ready assets aligned with individual drops. Deliverables included email campaigns, social media content, and YouTube branding, supporting collections for talent including Tana Mongeau, DeuxMoi, Jake Paul, Bailey Sarian, Dear Media, Kevin Garnett and others.



Dear Media



Fanjoy



@tanamongeau



@deuxmoi



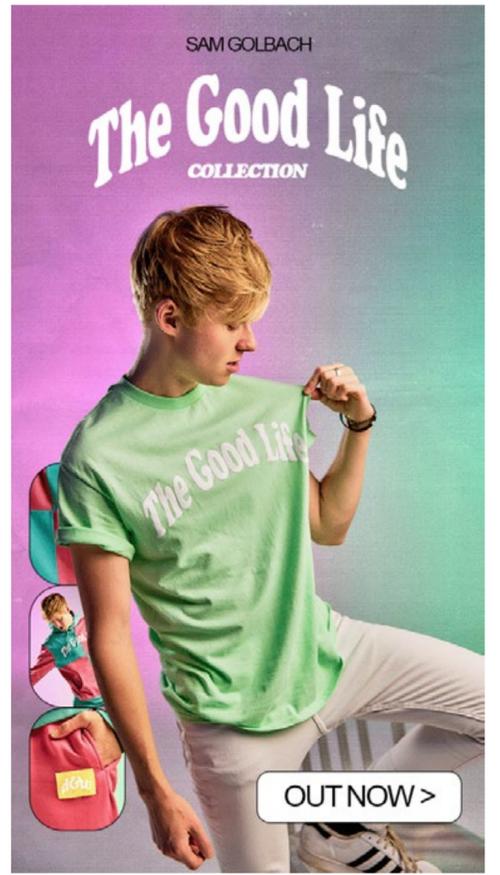
@jakepaul



@tryguys



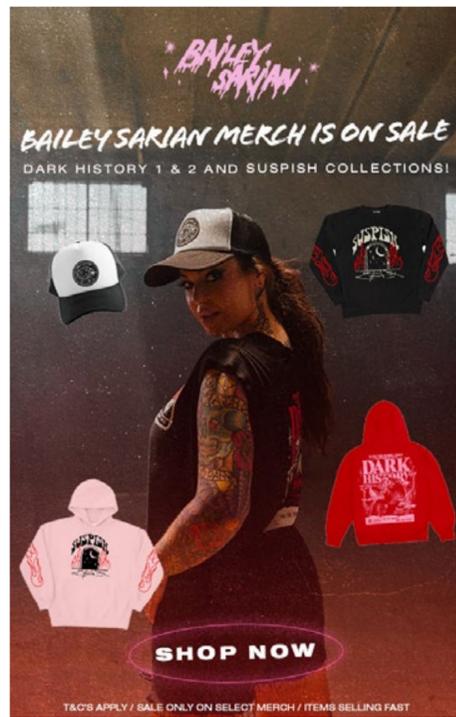
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@samgolbach



@missremiashten



@baileysarian



@kianandjc



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