

Eileen Riestra

Award-winning bilingual muralist artist & design professional and with over 18 years' experience developing solution-based branding across a wide range of industries. Skills include painting, creative design, design direction, typography and photography. Specialized in understanding needs of diverse clientele. Designer of small women & minority businesses as well as for major corporations.

Art

- 2022 "Avant Garde mini in Motion", District Hall, Seaport, Boston, MA
- 2022 "Frida Gala", El Huipil Restaurant, Maynard, MA
- 2022 Midway Open Studios, Midway Artists Studio, Boston, MA
- 2022 "Green Crabs at the Beach" - Save the Harbor, Better Beaches, DCR Massachusetts
- 2021 "Becoming Frida"- Atlantic Wharf Gallery, Congress St, Boston, MA
- 2021 "Green Crabs at the Beach" - Save the Harbor, Better Beaches, DCR Massachusetts
- 2021 "Fruitful Resilience" Island End River at Mary O'Malley State Park, Chelsea, MA
- 2020 "Power of the Hidden" Wheatpaste Mural, the City of Chelsea, Chelsea, MA
- 2019 "Color Me" FPAC Open Studios, The Muse, Fort Points Arts, Boston, MA
- 2018 "We are All Immigrants" FPAC Open Studios, The Muse, Fort Points Arts, Boston, MA

Design

2007-Current

CREATIVE DIRECTOR / PRINCIPAL

Depict Brands, Boston, MA / DYASstudio, San Juan, PR

Concept, strategy and design execution for digital & print materials. Clients include: City of Boston, HomeGoods/TJX, Wayfair, Procter & Gamble, Hershey's, Humana, Starbucks, BMW/MINI Cooper, Walgreens, Banco Popular of Puerto Rico, Gatsby and Centros Sor Isolina Ferré, The College Board of Puerto Rico & Latin America, Eurest USA, Massachusetts Department of Public Health, Harvard Street Neighborhood Health Center, Angela's Cafe, Veronica Robles Cultural Center, as well as many others.

- Designed the national Grand Opening theme for HomeGoods
- Designed the interior and exterior graphics for HomeGoods Downtown Crossing store in Boston
- Rebranded ATL Diversified Industries' website, leading to a multi million-dollar contact.
- Created campaign that facilitated major contract with Massachusetts Department of Public Health.
- Routinely assist clients such as restaurants with branding and media, increasing profits 10% to 15%.
- Assisted Centros Sor Isolina at critical juncture when they were unable to raise funding because they were unaccredited. Rebranding and marketing campaign led to accreditation and new funding.

Volunteer

- 2020- Current Board of Director Fort Points Arts Community
- 2021- 2021 Board of Director East Boston Main Streets
- 2016-2019 Board of Director/ Brand Manager- Insource
- 2014 Board of Director /Brand Manager, Veronica Robles Cultural Center

CONTACT

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Portfolio:

eileenriestra.com
depictbrands.com
behance.net/artsyicolor

EDUCATION & CERTIFICATIONS

2022- Current

M.S in Advertising Boston University

2001-2005

B.F.A in Graphic Design

Suffolk University

2012

Certificate Executive

Education

Yale University School of
Management

2013

Certification Master Design

Massimo Vignelli

Vignelli Center of Design Studies
Rochester Institute of Technology
Rochester, NY

2016

Certification Master

Typography

Louise Fili and Steve Heller School
of Visual Arts
Rome, Italy

SKILLS

- Painting
- Photography
- Mac OS & PC Platform with high proficiency in Adobe Creative Cloud Suite apps; Microsoft Office
- Typography, Graphic Design, Market Research, Brand Development, Marketing & Advertising, Conceptual Design, New Business Development, Bilingual Spanish/English

AWARDS & PUBLICATIONS

- GD USA 2013 "Hispanic Graphic Design Award"
- "People to Watch" GD USA 2017
- Leadership Vol. 2: From the Trenches. Stories + Anecdotes + Insights from