



# pamela calero

*small details — big concepts*

ideas made visual ideas



**Creativity** is  
**something that**  
**breaks the pattern &**  
**creates a mind shift.**



*Hello there!*

I'm **pamela calero**,  
a Communication Artist  
& Visual Storyteller.  
I give visual form  
to ideas to simplify  
projects that think  
outside the box.

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I'm here to help you build bridges between complex content and understandable messages.  
Let's work together to turn your vision into reality.



Clients & Collabs:



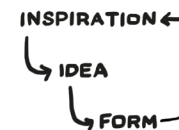
Astet

SKILL SHARE.

Ladies, Wine & Design

My kind of client is adventurous in their aesthetic pursuit.

# Let's make your story eye-catching to nurture seamless connections with others.



Featured In:

marie claire



MANCHESTER 1824

Women of Type

Blanc!



# Stories are how we understand concepts

They build sense & credibility & it's how we connect emotionally to what is being said because they are relatable.

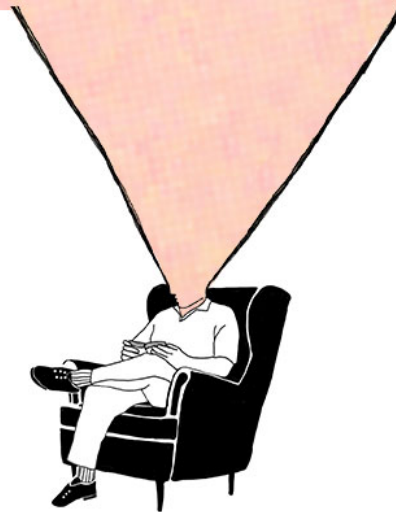


THINKING

Storytelling is the pillar, the strategy & the result of great design & great poetry because the real magic happens in the mind of the viewer.

# *Creative Services*

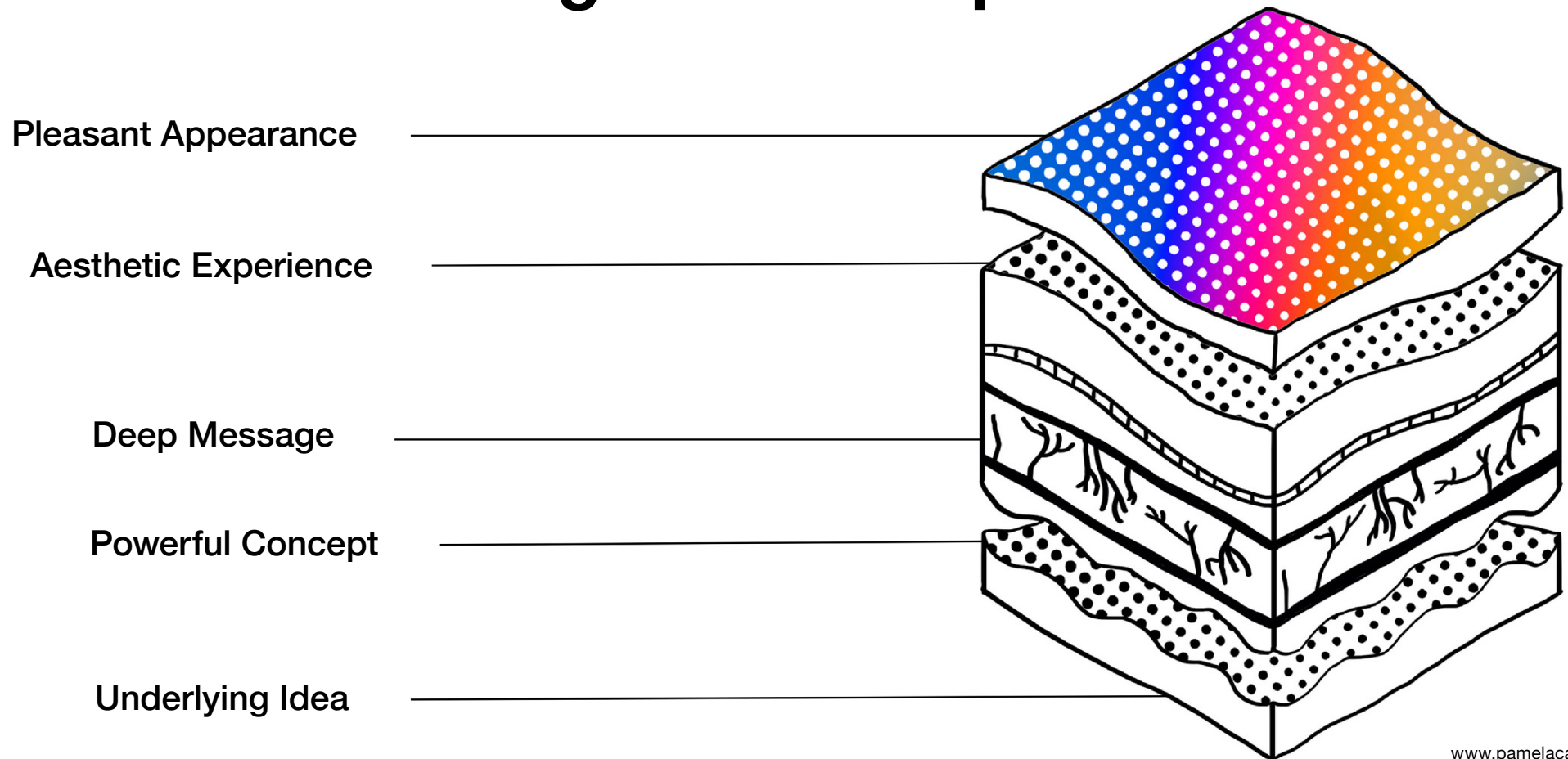
# First Idea, then comes Format.



My Creative Services aim to distill complex concepts into concise and memorable visual representations.

My goal is to find the most compelling way to communicate a message, using the power of imagery to bring ideas to life.

**A powerful message delivered through an aesthetically pleasing form (that's aligned with its content) resonates more deeply and on multiple levels, making it more impactful.**



*The Poetry Method is an idea, a strategy, a method, and a way of seeing the world.*

# poetry method

*poetry expresses big, bold ideas with few words.*

## **Poetry is communication**

(it produces vivid mental pictures & emotions).

## **Poetry is concise, clever & direct**

(it strips away the extras and pampers the essentials).

## **Poetry gives easyness to what's difficult**

(it's how we translate & transform the difficult & the complex into simple yet clever ways).

## **Visual Metaphors can connect two seemingly different things & people**

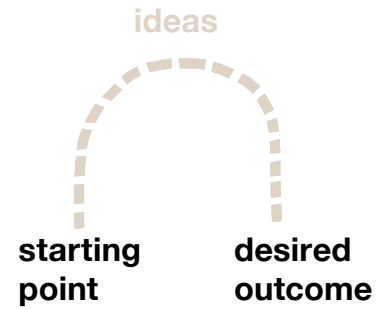
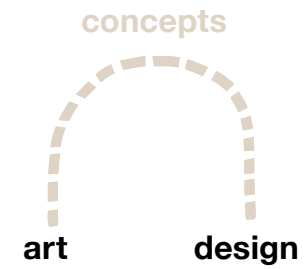
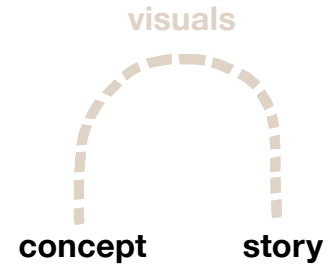
(because they help you understand what someone else means).



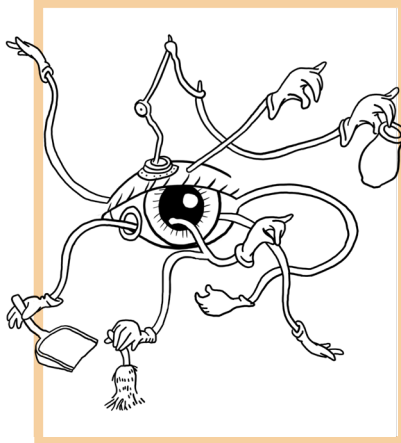
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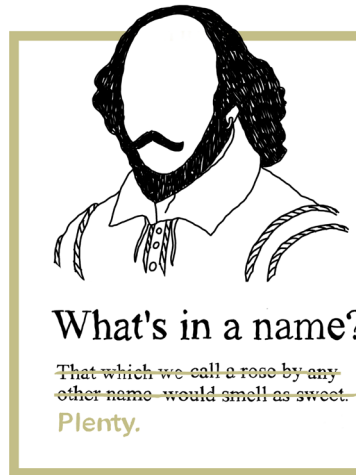


My work is a bridge  
to look at what  
lies in front with  
different eyes & let  
new connections  
be seen.



1

**Creative Direction**



2

**What's in a name?**

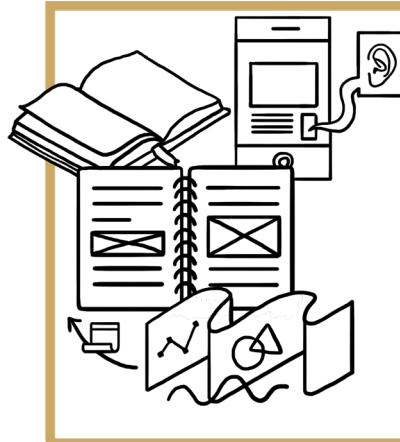
*That which we call a rose by any other name would smell as sweet.*  
**Plenty.**

**Branding & Naming**



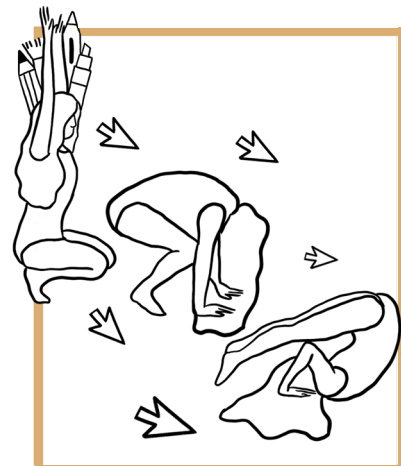
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**Illustrations**



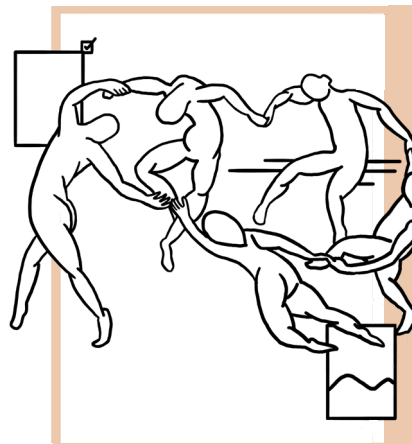
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**Information Design**



5

**Content Creation & Web Design**



6

**Workshops / Learn With Me**

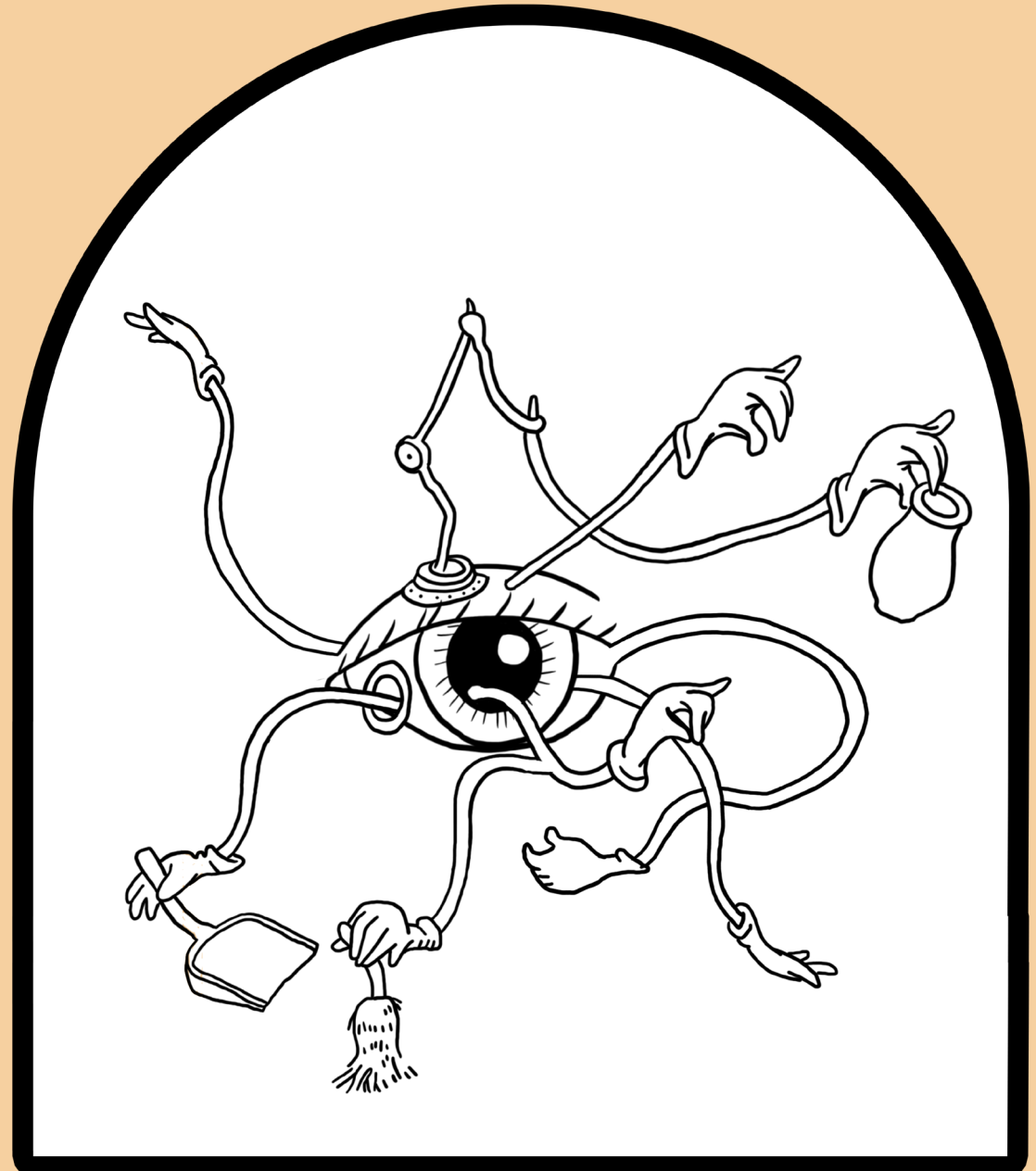
A poetic & conceptual approach vertebrate my Creative Services to visualize your imagination & truly connect to yourself, your people, your business.

# Creative Direction

- **Creative Direction** thinks about the why before the what & the how.
- Then we organize conceptual and aesthetic systems to make everything coherent, consistent, and flexible.



See all Creative Direction Case Studies

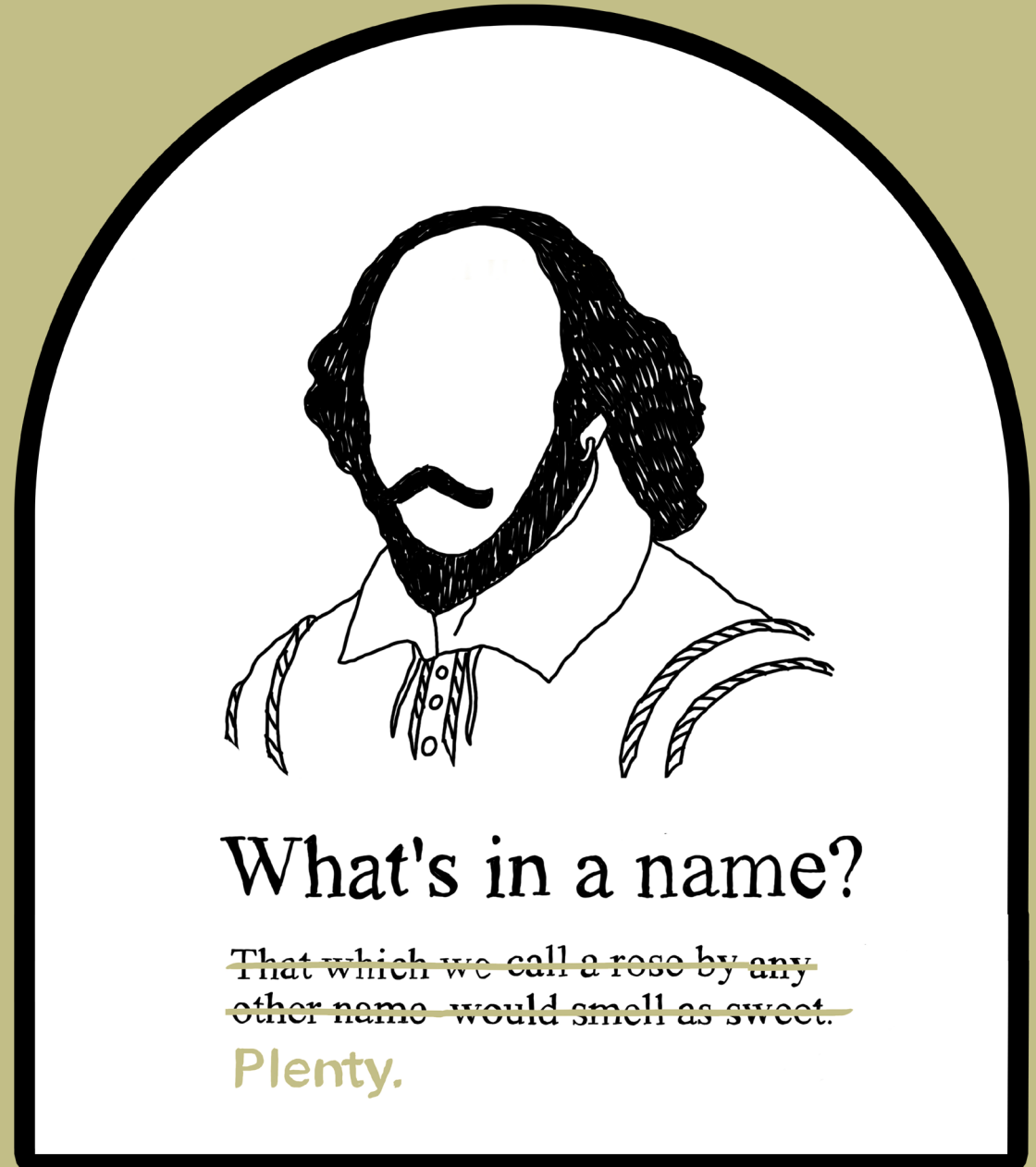


# Branding & Naming

- **Branding** is a set of flexible guidelines that express values and personality to highlight what makes you unique.
- Let's tell, boost & craft that story together.



See all Branding & Naming Case Studies

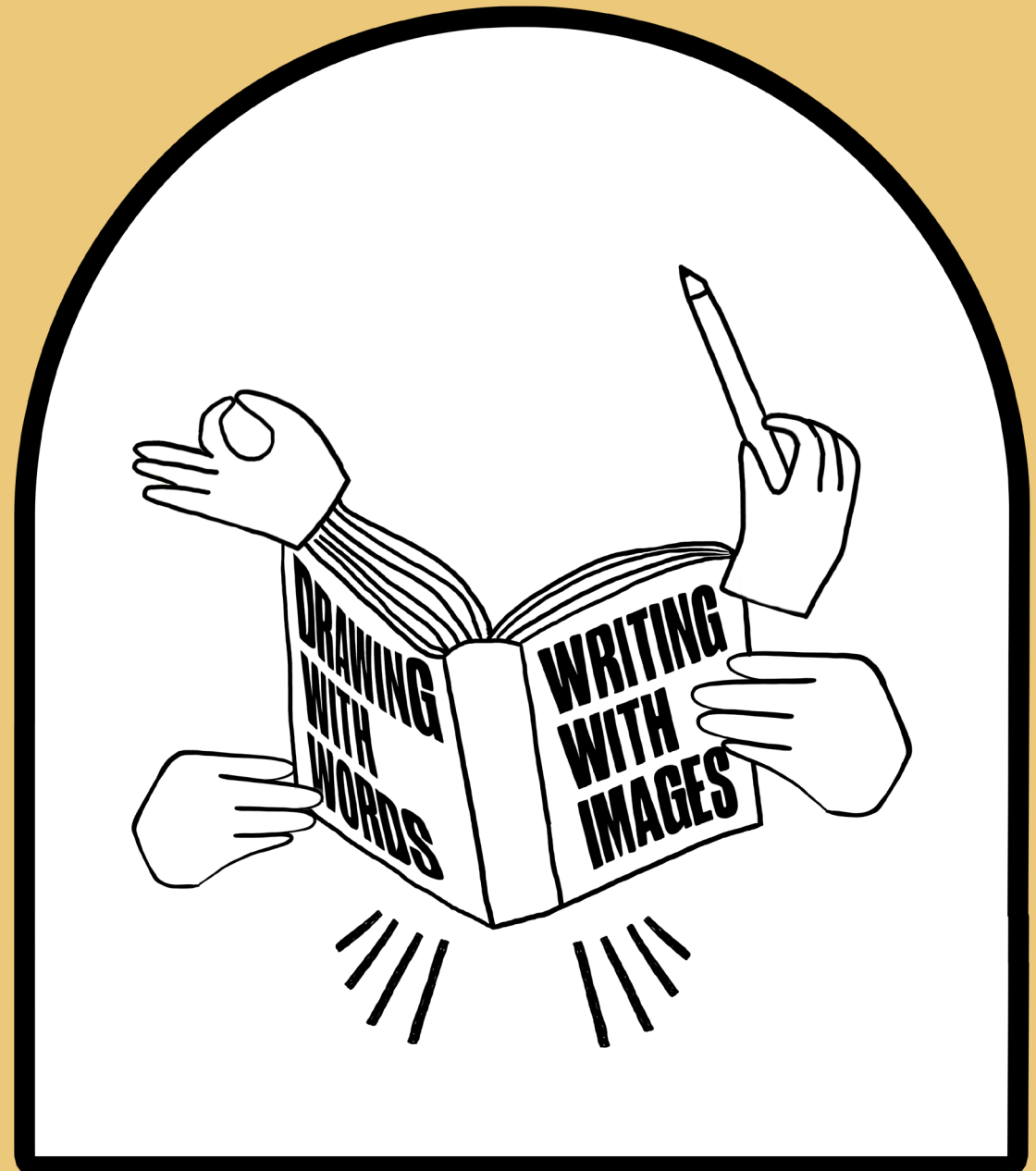


# Illustration

- **Illustrations, GIFs, and murals** are incredibly powerful for visualizing ideas.
- A simple, minimal tone favors a narrative complexity to effectively & originally tell a story.

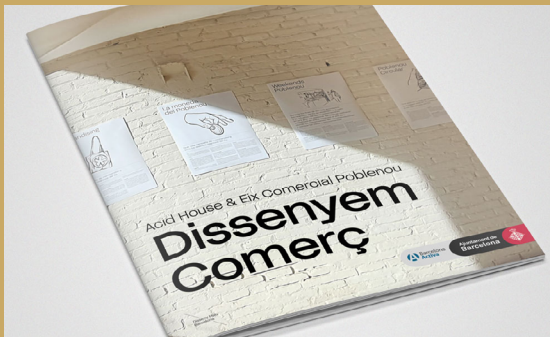


See all Illustration Case Studies



# Information Design

- **Storytelling mixed with Editorial Design** make your project flexible, eye-catching, and recognizable.
- Organizing information visually amplifies a project's concept & reinforces the message.

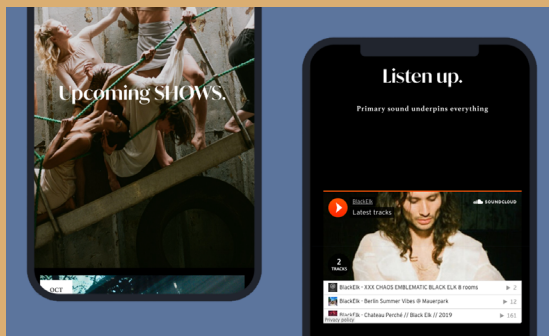


See all Creative Direction Case Studies

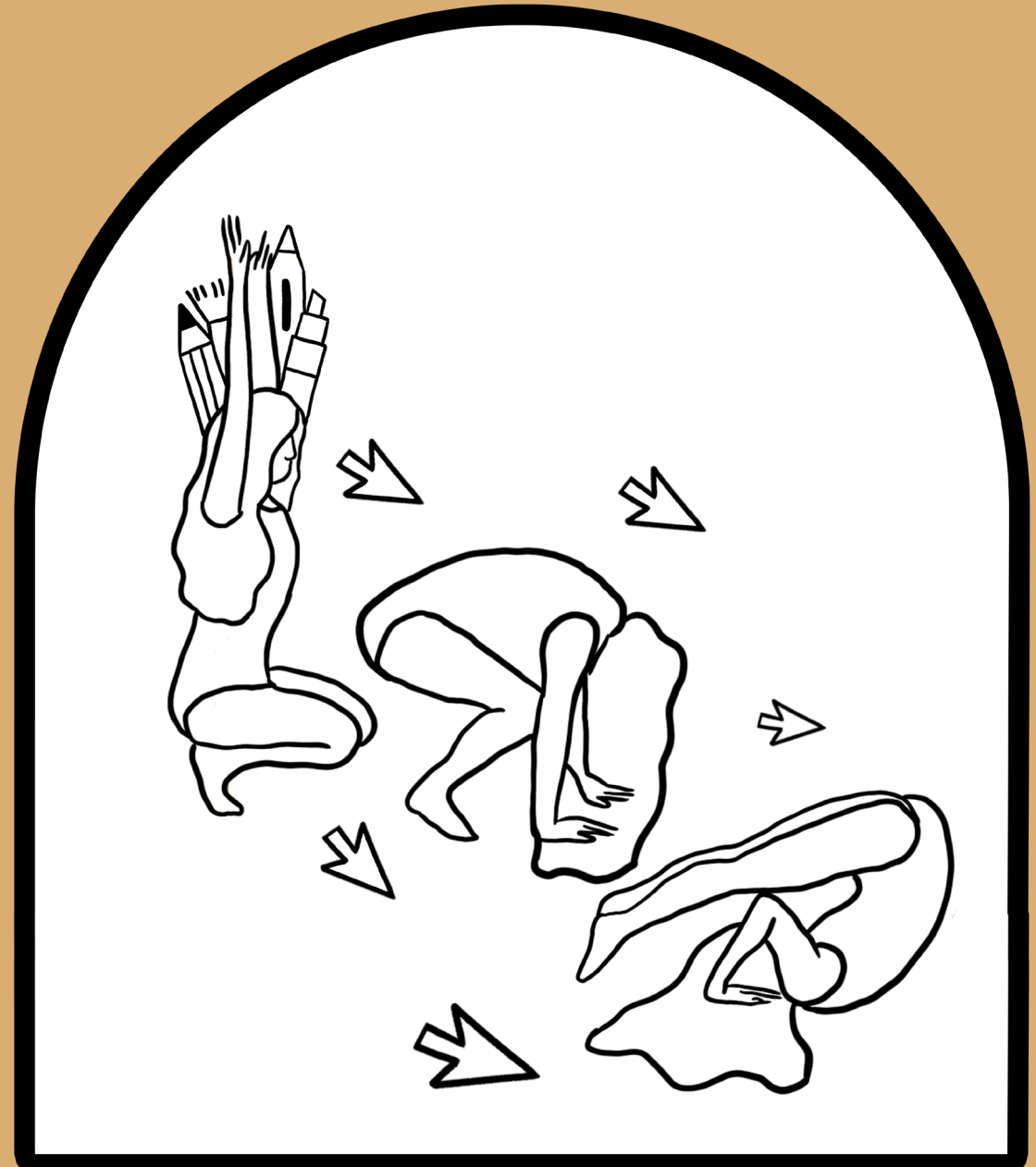


# Content Creation & Web Design

- **Communication strategy, Social Media Design & Web Design.**
- Curated and visually strong Websites designed on SquareSpace.



See all Content Creation & Web Design Case Studies

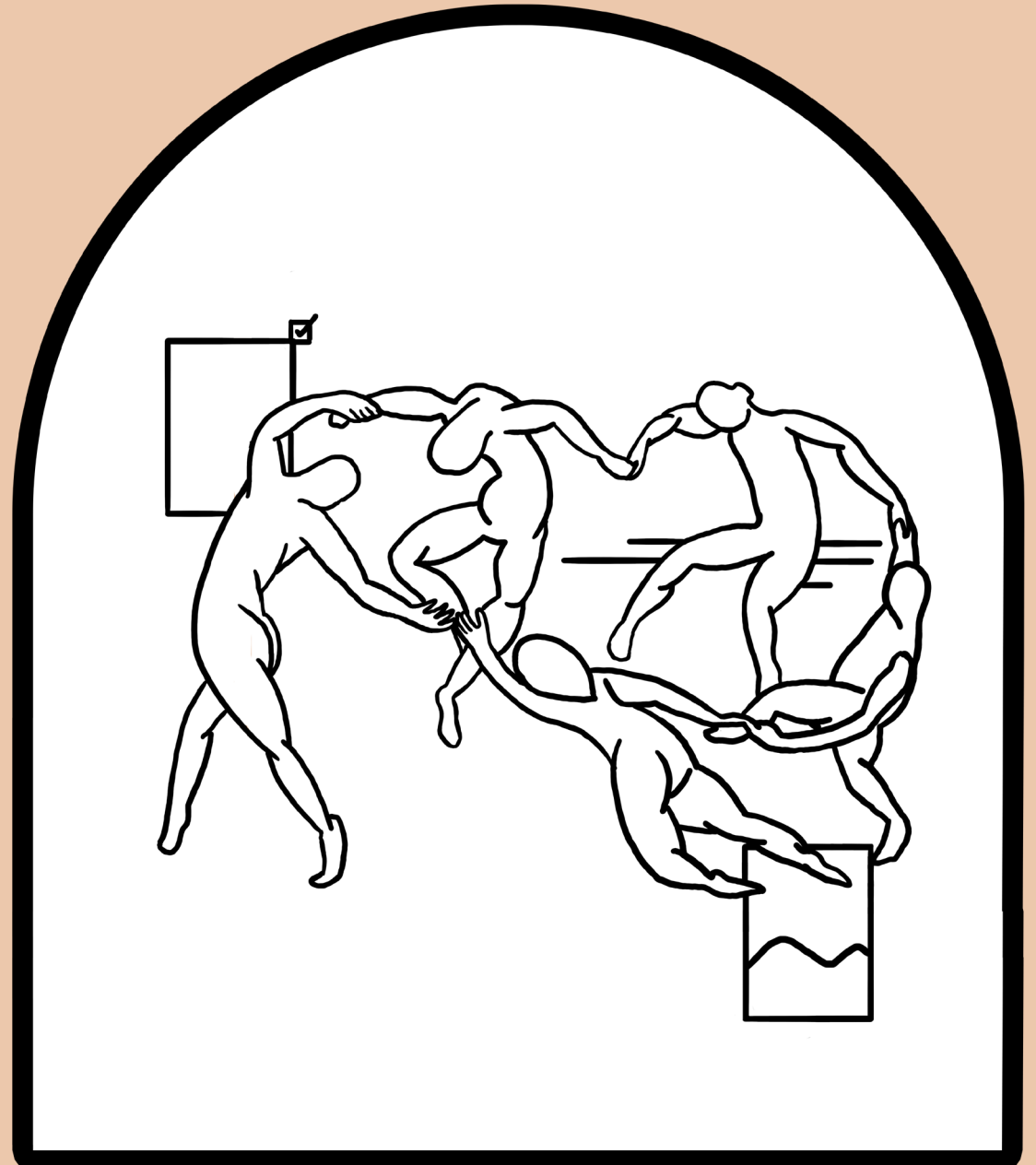


# Workshops / Learn With Me

- Whether you're looking to boost your creativity for personal or professional reasons, or want to improve your ability to connect with others, my workshops & online classes are tailored to meet your unique needs and start unlocking your full potential.

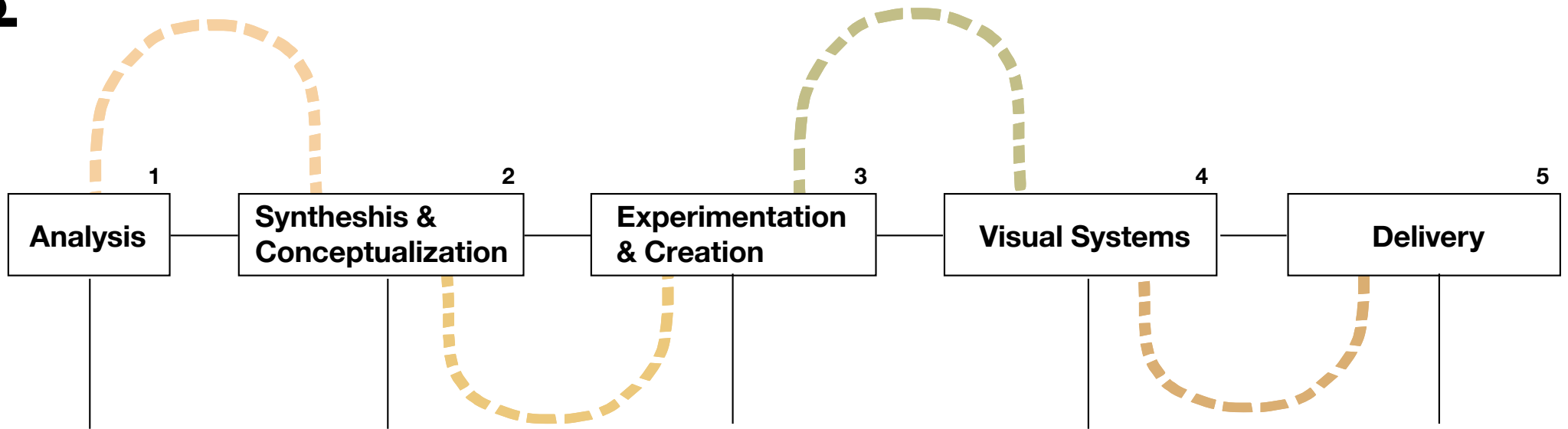


See all Creative Direction Case Studies





# phases



Coaching session to outline your vision, mission & value proposition & align it with our project.

Break down complex concepts into smaller, easier-to-understand chunks.

Strip open a problem.

Dissect everything you can.

Look at etymologies, synonyms.

Let the brain be curious.

Cross—connect, then brainstorm.

Deliver Proposals.

A concept is a treasure we find & polish once we've removed everything that is not the essence.

Take feedback & suggestions.

Recaps. Iterations.

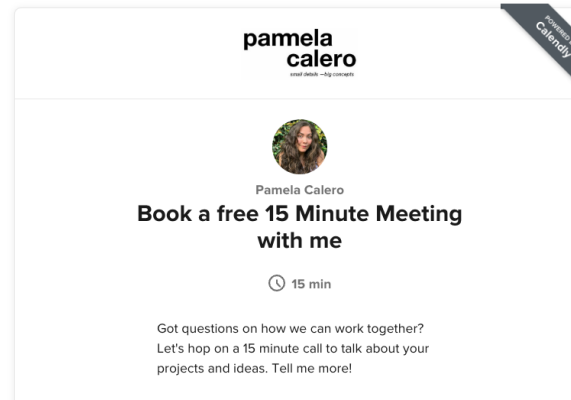
Creatively put the pieces together to formulate your story.

Take feedback & suggestions.

Launch!



**If you're ready to take  
your project to the  
next level, let's work  
together and make it  
a reality!**



<https://calendly.com/pamelacalero/15min>

