

Graphic Designer | [Marioedesigns.com](https://marioedesigns.com) | [Behance](https://www.behance.net/marioespana) | [mario.espana818@gmail.com](mailto:mario.espana818@gmail.com) | 818-800-2682

As a Graphic Designer who is passionately devoted to creating innovative designs. I work well independently and within a team, but also thrive when challenged. My philosophy in design is to create simple, innovative, and dynamic visuals that excite the viewer to want to take some type of action.

## Experience

### CSUN Marketing & Communications

Web Designer | 10/2022 - 10/2023

- Created, edited, and updated dynamic content on Drupal 9.
- Monitored web pages to ensure content provides an optimal user experience across all browsers and devices.
- Collaborated with the web production team in our daily stand-up meetings.
- Built High-Fidelity wireframes to show the client a visual of the new page.
- Built and edited emails on Dreamweaver.
- Managed multiple projects simultaneously, meeting deadlines and delivering exceptional results.

### Intersect LA

Visual, Web, & UX/UI Designer | 06/2021 - 05/2022

- Co-lead projects and set deadlines on Basecamp to ensure they are completed.
- Created visual concepts, by hand or on iPad software (Procreate), to communicate ideas that the client wants.
- Designed and executed a wide range of marketing materials, including logos, brochures, posters, social media graphics, and advertisements.
- Managed multiple projects with deadlines.
- Presented/created user sketches, problems, user flows, competitive analysis, personas, sitemap, storyboards, low & high fidelity wireframes, and interactive prototypes using industry-standard design tools such as Adobe XD, Sketch, or Figma.
- Conducted research using qualitative and quantitative studies.

### Impact DesignHub

Graphic Designer | 01/2021 - 05/2021

- Helped brand LATINAN (A Nonprofit Law firm based in San Francisco, Ca).
- Worked with a team of designers using design thinking strategies.
- Actively participated in client and team-based meetings on a regular basis to understand the client design needs and objectives, ensuring client satisfaction.
- Developed mood boards and concepts for brand and communication strategies.
- Constructed innovative ideas for social media content.
- Developed social media graphics according to brand and promotional guidelines.

## Education

### California State University, Northridge

09/2019 - 05/2022

B.A. – Concentration in Communication (Graphic) Design  
Dean's List (Fall 2021 -Spring 2022)  
GPA: 3.57

### Teach Access

04/2022 - 05/2022

A 5-week virtual study away program that shows the importance of making products accessible to all through the practice of universal design and inclusive research.

### Los Angeles Pierce College

08/2015 - 06/2018

AA-T - Arts and Humanities  
AA-T - Social and Behavioral Sciences  
Dean's List (Fall 2015 -Spring 2019)  
GPA: 3.32

## Skills

### Design

Typography, Concept development, Composition,, Print Production, Product Design, Userflows, UI, Design, Wireframes, Prototypes, Web Design, Photo, Compositing, Branding

### Research

User Interviews, Personas hypothesis, Competitor Analysis, Empathy Mapping, Usability Testing

## Tools

### Design

Photoshop, Illustrator, InDesign, Adobe XD, Figma, Google Workspace, Procreate, Miro, Invision, Drupal, HTML, CSS, Wix

### Project Managment

Basecamp, Slack, Monday.com

References available upon request