

# Mario España

## Graphic Designer

[mario.espana818@gmail.com](mailto:mario.espana818@gmail.com)

[marioedesigns.com](http://marioedesigns.com) | [behance.net/marioespana818](https://behance.net/marioespana818)

### Summary

Creative and detail-oriented Graphic Designer with a focus on modern, accessible design. Skilled in branding, digital content, and user-centered visuals across web and print platforms.

### Experience

#### Graphic Designer – Creative Freelancer

May 2022 – Present

- Designed wireframes and built websites using platforms such as Squarespace, Webflow, and Figma.
- Created visual assets including social media graphics, banners, and flyers for digital marketing and promotions.
- Developed logos and brand elements aligned with client goals and target audiences.
- Collaborated directly with clients to translate ideas into clear, functional design solutions.
- Managed multiple projects simultaneously while meeting tight deadlines.
- Edited videos and designed thumbnails for YouTube creators, including These Foos, Philly Queso, KAED, BNS, BKLEAN, and LSX Manny.
- Designed custom clothing merchandise for YouTubers and various clients.

#### Graphic Designer – King Edward First – Digital Marketing Experts

July 2024 – February 2025 (Remote)

- Redesigned web pages and improved UI for various clients.
- Conducted UX audits to identify friction points and recommend solutions to enhance user experience.
- Created professional PowerPoint designs & retouched images.
- Developed comprehensive brand guidelines for various companies, establishing a clear and consistent identity across all platforms.
- Designed 50+ engaging social media graphics using Canva and Adobe Creative Cloud apps to enhance brand visibility and audience engagement.

## **Web Designer – CSUN Marketing & Communications**

October 2022 – October 2023 (Northridge, CA)

- Created 23 pages and maintained dynamic web content using Drupal 9.
- Developed marketing materials including logos, posters, and social media graphics.
- Designed and presented high-fidelity wireframes, user flows, and interactive prototypes to clients.
- Developed and edited responsive emails in Dreamweaver, ensuring alignment with branding guidelines.
- Managed multiple projects simultaneously while consistently meeting deadlines.

## **Graphic Designer – Intersect LA**

June 2021 – May 2022 (Northridge, CA)

- Led 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 material, including logos, brochures, posters, social media graphics, and advertisements.
- Created and presented 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.
- Designed over 12 engaging social media graphics for a variety of brands and clients.

## **Education**

### **B.A. in Graphic Design (Communication) – California State University, Northridge**

2019 – 2022 | GPA: 3.57 | Dean's List (Fall 2021–Spring 2022)

### **AA-T in Arts & Humanities / Social & Behavioral Sciences – Los Angeles Pierce College**

2015 – 2018 | GPA: 3.32 | Dean's List (Fall 2015–Spring 2019)

### **Certificate – Teach Access Program (Virtual Study Program)**

April 2022 – May 2022

- Focused on inclusive design, universal design principles, and accessibility best practices.

## **Design Skills**

Typography, Branding, Composition, UI Design, Product Design, Print & Digital Production, Web Design, Photo Compositing, User Flows, Wireframes, Prototypes

## **Research Skills**

User Interviews, Empathy Mapping, Competitor Analysis, Personas, Hypothesis Mapping, Usability Testing.

## **Tools & Platforms**

Photoshop, Illustrator, InDesign, Adobe XD, Figma, Procreate, HTML, CSS, Wix, Drupal, Dreamweaver, Basecamp, Slack, Monday.com, Google Workspace, Miro, InVision.

## **References**

Available upon request.