

Mario España

Graphic Designer

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Summary

Multidisciplinary Designer with 6+ years of experience creating accessible digital experiences, impactful branding, and engaging marketing campaigns. Skilled in UI/UX, web design, social media, and the Adobe Creative Cloud and Figma.

Experience

Turn7 - Graphic Designer - Remote

May 2026 – Present

- Developed conversion-optimized marketing emails and landing pages, integrating with agency-wide digital campaign strategies.
- Orchestrated WordPress site updates and performance maintenance, ensuring seamless responsive behavior across all device tiers.
- Collaborated within agile, cross-functional teams to iterate on creative solutions under rigorous agency production timelines.
- Architected user-centric interface designs and high-fidelity mockups in Figma for complex client web applications.

King Edward First - Graphic Designer - Remote

July 2024 – February 2025

- Conducted comprehensive UX audits to identify friction points, providing data-driven recommendations that improved client site conversion rates.
- Established robust brand guidelines for emerging companies, defining typography, color theory, and visual tone to ensure market consistency.

- Produced professional executive presentation decks and high-end image retouching for high-stakes corporate client meetings.
- Curated 50+ specialized social media asset libraries using Canva and Adobe Creative Cloud to streamline client content calendars.

Creative Freelancer - Graphic Designer - Remote

May 2022 – Present

- Engineered custom digital solutions for diverse small business clients, from Webflow deployments to comprehensive visual identity systems.
- Crafted unique logos and iconography sets that aligned with specific target audience demographics and brand positioning.
- Pioneered video content production and custom thumbnail design for high-traffic YouTube creators, driving increased click-through rates.

CSUN Marketing & Communications - Web Designer - Northridge, CA

October 2022 – October 2023

- Deployed 23+ accessible web pages via Drupal 9, maintaining strict adherence to WCAG 2.1 standards for university-wide inclusivity.
- Optimized campus-wide information architecture, improving user navigation and the accessibility of institutional resources.
- Collaborated with university stakeholders to translate administrative requirements into high-impact visual narratives for large-scale digital initiatives.

Intersect LA - Graphic Designer - Northridge, CA

June 2021 – May 2022

- Mentored junior designers and coordinated cross-departmental projects using Basecamp to ensure operational efficiency.
- Developed interactive prototypes and complex user flow diagrams, facilitating clear communication between design and engineering teams.
- Generated digital illustrations and conceptual sketches that served as the foundation for multi-channel brand campaigns.

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

Social Media Design, Branding, Typography, 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

DESIGN & CREATIVE

Photoshop, Illustrator, InDesign, Adobe XD, Figma, Procreate.

WEB & CMS

HTML/CSS, Wix, Drupal, Dreamweaver.

COLLABORATION

Basecamp, Monday.com, Slack, Miro.

References

Available upon request.