

ASH "CENIZA" ESPINOZA

MULTISKILLED.
MULTICULTURAL.
MULTIPURPOSE.

Hola, Hello!

Soy Ashley Espinoza, a Mexico-born, first generation Mexican-American. I found myself wearing multiple hats as the only English speaker in my household which consisted of my immigrant grandparents. I knew more about medical, immigration, and bureaucratic paperwork by the age of 11 than I did about cartoons. I had to negotiate, argue and stand my ground for my family and I. I believe in reflecting my community's values: humility, loyalty, resilience, adaptability and love.



"Juntos, sí se Puede"

Leadership:

Stakeholder Presentations
Project/Product Director
Creative Director
Legal Case Management
Virtual Design Classes
Business Consultant

Experience (References on Request)

Founder, CEO, Applied Arts Studio

2020- Present

Various Clients, Various Fields | GA, CA, FL

I have taken as the Sole Proprietor of AAS. Active in the non-profit sphere, I've worked with multiple POC, immigrant-owned, small & large businesses in all markets, lending business & tech expertise at discounted rates in both Spanish in both Sp to elevate the community.

- **UX/UI Lead:** The Play District (AZ based Children's Resource), Cozy Tech (Collaborative Tech for All), DualPowerApp (Encoded Communications for Revolutions across the world), Tru Brand Media (POC- Owned Business Advancement) via Figma & Atlassian Suite
- **Digital Marketing/Social Media Content:** Bell & Washington (Local and Federal Legal Reform), The Hooker Law Group, Lemon Pepper, American Italian Bistro, Tru Brand Media, via Meta Business Suite, Tiktok, Youtube, Google Suite Ads/Analytics, Zapier, Klayvio, Hunter.io, MailChimp, Commercial/Radio Collabs: **LaRaza, LaMega**
- **Web Design/Dev/SEO:** Dignify A Diva, SisterCare Alliance, GALEO, Salamba Wellness, Self Care Agency, SCHR, freezeframewellness.com, Team Halo Baseball, TPD, SCHR, Notarizy, The HL Group via Wordpress, Shopify, Squarespace, Webflow, HTML5/CSS/Js, GoDaddy, CopyAI, NotionAI, ChatGPT
- **Graphic Design, 2D/3D, & Video:** All above clients + FREVER, FAMU Alumni Assoc. via Adobe PS/LR, Spline, Canva, Inshot, Splice, CapCut, Procreate, iMovie
- **Business Development & Operations:** All above clients + tools: Google/Microsoft Suite, Clio/Clio Manage (CRM), Tableau, ManyChat (Analytics available upon request)

Creative Director, Project Lead

2022- Present

Tru Brand Media | Atlanta, GA

^NDA Client A: view [relevant patent here](#)

Acted as the **Project Design/Prototype Lead**, meeting with designers, devs, & CEOs to create the MVP for an unprecedented hybrid mobile desktop app through various design stages: SOW, build, to stakeholder & both domestic and international investor presentations for Client A. Most of my work with Tru Brand is under NDA, but we have worked with a large range of clients with different needs and purposes:

- Products, Non-Profits, Music Artists, Technology, Atlanta Events, Start Ups, & more

Family Law/PI Spanish Liaison

2021 - 2022

Bell & Washington LLP | Atlanta, GA

I joined B&W during a time of restructuring and my role continually shifted as I have multiple applicable skills. B&W was known for their impact to federal and local policy. They since have changed to Washington & Dreyer and are our client under Tru Brand Media.

- Legal Translation/Paralegal work: Primary Translator across Personal Injury, Business Litigation, Government Affairs & Family Law departments, including manual transcribing of DRFAs, Affidavits and other legal duties
- Content Creation: I designed original content for our Social Medias, events, and Mr. Washington's FAMU Alumni obligations

Bilingual PI Case Manager, Marketing

2022

The Hooker Law Group LLC | Atlanta, GA

A small Black owned Personal Injury Firm, I acted as their Spanish Liaison and Offered my marketing services which included:

- Marketing & Public Relations/ Physician & Attorney Relations/ Client Acquisition
- Social Media Planning/ Special Event Management
- Legal Investigative PI Case Management and Record Keeping
- Radio Advertising Relations and Recordings

Reach Me

Portfolio (Non-NDA)

[AESportfolio.webflow.io](https://aespportfolio.webflow.io)

Contact

[LinkedIn](#)

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209)589-8156

Location

Atlanta, GA, 30312

Education

Neuroscience / Philosophy

University of California | Santa Cruz 2017

Tools per Skill

UI/UX: Figma, Prototyping

Graphic Design: Canva, Spline

Adobe Suite, Procreate

Web Design: HTML5, Webflow,

Memberstack, Domains, AWS

Jetboost.io, Wordpress, Shopify

Law: File Vine, ABC Legal

Social Media: Meta, Capcut

Integrations: Clio Grow/Manage

Kinect, Zapier, Mailchimp, Klayvio