

DIANA ESPINOZA

(516)784-6638
desteladesign@gmail.com
<http://destela.net>

EDUCATION

BACHELOR OF FINE ARTS, COMMUNICATION ARTS IN GRAPHIC DESIGN

Otis College of Art and Design
Los Angeles, California

SKILLS

BILINGUAL:

Fluent in English and Spanish

SOFTWARE:

Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, Adobe XD, Adobe After
Effects, Adobe Bridge, Adobe Acrobat,
Microsoft Word, Microsoft Powerpoint,
Figma, Adobe Creative Suite, Wordpress,
HTML, WIX

HARD SKILLS:

Software, typography, page layouts,
publication design, UX/UI design and
prototyping, wireframing, printmaking,
screenprinting, photomanipulation, color
separations, web design, book binding,
craftsmanship

SOFT SKILLS:

Communication, empathy, self-driven,
intuitive, creative, conscientious,
attentive, problem-solving, patience

PROJECTS

EDITOR IN CHIEF OF MOSAIC LITERARY MAGAZINE / ANTHOLOGY (2016-2017) Leadership Experience

- Monitored club productivity on a weekly basis.
- Scheduled team meetings, enabling opportunities to highlight areas of improvement, encouraging community participation.
- Democratically problem solve ideas to encourage fundraising and persuading artists to submit and contribute their work

EXPERIENCE

FREELANCE GRAPHIC DESIGNER- SELF EMPLOYED, LONG ISLAND, NY. MAY 2021-PRESENT

-Handled composition, color, illustration, and typography for client projects. Created menu designs, publications, and websites for clients, using Adobe Creative Suite software.

-Provided customer with a timeline of project goals and projected outcomes, scheduling check-ins based on needs of the client.

-Built websites from scratch, including artist portfolio and e-commerce.

Taking client feedback and making edits as required, maintaining pace and meeting benchmarks.

-Kept design assets organized and sorted by project on google drive, using shared folders for customers to upload content.

-Produced physical samples and mockups of print and digital work for customers to review.

GRAPHIC ARTIST- LOVE UNLIMITED LLC, WESTBURY, NY. MARCH 2022-MAY 2022

-Customizing and creating editable design templates on Adobe Illustrator, in a fast paced work environment.

-Paying close attention to detail to assure that all requirements of each work order are met.

-Communicating consistently between departments to assure quality of work output.

-Color separation, outputting postscripts using compose express RIP software.

-Doing revisions and resubmitting design proofs, in a timely manner.

REPLENISHMENT ASSOCIATE - MICHAEL'S ARTS & CRAFTS, MANHASSETT, NY, AUGUST 2022-PRESENT

-Assisting customers on the sales floor, offering to help them in finding items and encouraging them to consider additional merchandise options.

-Backup cashier on front-end, handling cash, credit, or check transactions with customers. Issuing change, receipts, and processing refunds.

-Verifying rewards members information and encouraging new sign-ups.

PROJECTS & EXPERIENCE

cont'd

BUSINESS EDITOR OF MOSAIC

LITERARY MAGAZINE /

ANTHOLOGY

(2015-2016) Communications and outreach

- Contacted businesses and engaged within the community to obtain sponsorship and donations for club events
- Engaged within the community to draw in new club members. Used grassroots promotional strategies to regulate weekly engagement.
- Budgeted and managed fundraising profits.
- Communicated with team about our budget's flexibility for publishing and other club expenditures, including event hosting.

-Scan goods and bagging them carefully, offering to wrap delicate items for the customer.

-Resolve customer complaints over the phone and in store, guiding customers and providing relevant information to ease uncertainties.
Maintain clean and sanitized checkout areas.

Receiving, unpacking and locating incoming merchandise to its location on the sales floor. Visually merchandising seasonal products, to create an impactful display.

-Recovering aisles, adjusting counts of product to assure that inventory counts are up to date. Overstocking product as needed. Marking down and relocating clearance items.

-Set weekly ad-signage throughout the store, making sure promotional signs are up to date, also assuring clean-presentation for an enticing and efficient customer experience.

GRAPHIC DESIGNER- NON PROFIT CHICAS ROCKERAS (SOUTH EAST LA) September 2019- December 2019

-Collaborated with a non-profit to re-strategize their visual identity, helping them to expand their reach and connect more people towards their cause to action.

-Collaborated in a diversely skilled creative team to design promotional assets, integrating skillsets, resulting in elaborate design components with cross-industry marketing intel considered.

-Strengthened productivity by distributing tasks according to people's strengths, maintaining open communication through throughout process of design and production.

SALES ASSOCIATE - CRAFT SHOW, BROADWAY MALL, HICKSVILLE, NY DECEMBER 2017

-Curated an eye-catching and versatile display of merchandise, attracting customers towards the product.

-Engaged with incoming customers and about the products we had out, offering ideas of how they could use these products at home, encouraged customers to purchase for themselves and for others as gifts for the Holidays.

-Stocked and took inventory for every item sold, while logging and storing profits made from each sale.