

XIOMARA ESPAÑA

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DESIGN EXPERIENCE

STARFACE • Graphic Designer

Remote Feb 2022-2024

Conception and design execution (packaging, digital, web, print, e-mail, collateral) for marketing campaigns, collaborations, and sales. Designed all assets for the Amazon storefront and product pages. Concepted and created evergreen emails, animated gifs and ads across 12+ retailers. Created printed mailer for collaboration with Spongebob Squarepants, illustrated patches and prepared product dielines for Sanrio. Assembled presentation decks across all departments and illustrated a printable coloring book in honor of The Big Yellow Birthday Sale.

AwesomnesTV & Nickelodeon ViacomCBS • Youtube Graphic Designer

Los Angeles, CA 2021

Created assets and thumbnails for AwesomenessTV Youtube channel. Designed social content and branding for shows including: Next Influencer, Noah Beck Tries Things, Growing Up Eileen, and Sorta Scary Show. Created gifs for Hispanic Heritage Month.

TaskForce & Into Action • Motion Graphic Designer

New York, NY 2020-2021

Designed and animated illustrative gifs to attract young voters, celebrate diversity, and incite change to better human rights. Gifs featured on Women's March Instagram, Democracy for All, & SwingLeft San Francisco.

Fathom Information Design • Designer

Boston, MA 2020-2021

Developed design platforms and products for understanding data that require a clearer approach. Directly designed a series of printed state cards for the Barbara Bush Foundation in support of combating adult literacy in the United States.

MTV Viacom • Brand Design Intern

New York, NY 2019

Assisted Creative Director on digital, print and broadcast graphics for Video Music Awards, Movie Awards, scripted and reality shows and more, including logo development for the return of Making the Band.

Paper Chase Press • Graphic Design Intern

Hollywood, CA 2018

Researched performance of cookbooks in the publishing industry. Investigated current design trends in cookbook design. Created a custom line of cookbook layout templates to be sold online. Assisted in bindery production, photoshoots, and events.

High Wide & Handsome • Advertising Intern

Culver City, CA 2015-2017

Developed brand identities for emerging startups. Created digital and social content for clients such as, Cup of Noodles, Thinkthin, Dean's Dip, and Marie's Dressing. Assisted in photo shoots and influencer events.

The Cobra Shop • Graphic Design Intern

Hollywood, CA 2017

Researched current trends in the fashion industry. Designed email-blasts, flyers, graphics, e-vites, and other marketing material. Assisted in pop ups and product launches. Selected as a featured female photographer at Girl Cult Festival.

SKILLS

Design:

Brand Identity & Marketing Campaigns; Print and Packaging Design; Web Design; Illustration & Iconography, Typography; Photography.

Computer:

Adobe Creative Suite: InDesign, Illustrator, Photoshop, & Premiere; Figma; Keynote; GitHub; HTML/CSS/Javascript.

Foreign Language:

Spanish (Fluent); French (Intermediate).

EDUCATION

Rhode Island School of Design (RISD)

Providence, RI 2020

BFA Graphic Design Honors

Concentration in Literary Arts + Studies

Iceland Artistic Practice in 24 Hour Light Reykavik, Iceland 2017

Brown University

Providence, RI 2018-2019

Intro to Poetry & Intro to Fiction Courses

Art Center of Design, Saturday High

Pasadena, CA 2010-2016

Graphic Design & Photography

LEADERSHIP

RISD Graphic Design Department •

Design For Publishing Teacher's Assistant

Providence, RI 2019

PUBLICATIONS & INTERVIEWS

Jaulas: Xiomara España, Lenscratch, 2020

How to Exhibit at the Biggest Online BFA

Student Show, Latinalore, Paper Magaine 2020

RISD Presents Senior Student Show 2020,

Latinalore, Hyperallergic Magaine, 2020

AWARDS & EXHIBITIONS

RISD Joan Shewmon Memorial Award 2020

RISD Graphic Design Senior Show 2020

Malcom Gear Endowed Scholarship 2019