

MIKE ESPINOSA

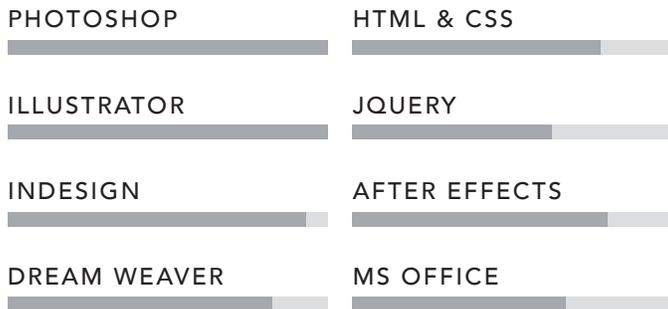
SUMMARY

Website manager and senior designer, focused on creating engaging design while achieving marketing and business goals. I have experience managing websites, tracking analytics and the complete design process, from conceptualization, testing to delivery. I design cohesive digital, email campaigns while adhering to brand guidelines.



Website WWW.MIKEESPO.COM *Phone* 212-645-4216

Email MIKEESPO@MAC.COM *Address* 774 9TH ST, BOULDER CO



UNIVERSITY OF COLORADO AT BOULDER
BFA, Boulder, CO 1988-1992

PRATT INSTITUTE
New York, NY 1994

ART CENTER COLLEGE AT NIGHT
Pasadena, CA 2007-2012

CONCEPT DESIGN ACADEMY
Pasadena, CA 2012-2014

EXPERIENCE

WEBSITE MANAGER - DESIGNER, WEB & PRINT FLINTRIDGE PREPARATORY SCHOOL | LA 2010-2015

Website manager responsible for maintenance, site development, analytics and tracking site performance. In-house designer responsible for all web, print advertisements, event brochures, banners and HTML email for campus events and marketing campaigns.

- Through a cohesive marketing strategy and redesign of the website, Prep turned a declining enrollment into a highly selective one, accepting one in every four applicants.
- Over 50% open rate for email, newsletters and solicitations.

FREELANCE BEYOND 5280 | LA 2008-2010

Freelance graphic web designer for Launchpad Advertising, Beyond 5280 and Flintridge Prep. Notable projects include:

- Akiyama Sushi - created a hip and trendy brand identity to distinguish it from the competition.
- Hammerwell - designed an interactive website for this high-end, minimalist architectural firm in Boulder.

LEAD DESIGNER FOX INTERACTIVE MEDIA | LA 2006-2008

Redesign of the online presence for over 50 local Fox News affiliates. I designed landing pages, story pages and the interactive weather package. I also designed the user interface (UI) and user experience (UX) for the SaaS content management system (CMS) which powered the websites. My specifications included animated work-flows, HTML mockups, wireframes and detailed style guides.

- Designed easily skinnable front end for station groups to customize their brand while still staying within the Fox brand.
- Simplified a complex CMS workflow into an intuitive, easy to use drop and drag process for the established persona.

SENIOR GRAPHIC DESIGNER BLOOMBERG LP | NYC 2002-2006

Creative services team member responsible for designing Bloomberg's worldwide electronic and printed marketing materials. Design responsibilities included web sites, micro-sites, interactive design, electronic brochures, animation, premium design and print production.

- Developed customizable electronic sales brochures and production methods tailored for individual clients.
- Dramatically increased the number of attendees to marketing events through personalized electronic invitations.

GRAPHIC DESIGNER / PRODUCTION MANAGER BLOOMBERG TELEVISION | NYC 1996-2002

Managed team of 5 to implement on-air graphics for Bloomberg Television's worldwide network. Primary duties included supervision of production, data management, aiding in the design of proprietary television software with developers.

- Streamlined process for testing and implementing graphics and layouts across Bloomberg TV's worldwide network.