

Robert Espinosa

robertdashespino@gmail.com
(619) 737-6595
robert-espino.com

EXPERIENCE

Art Director, Marketing | Vela, New York, NY | 2023-2024

Designed key art for social media, digital marketing, motion graphics and newsletters. Developed marketing and content strategy to drive e-commerce sales. Art directed photo shoots and managed relationships with talent and partners.

Art Director | Summit Group, New York, NY (Permanently Closed) | 2022

Led art direction and design for campaign concepts, brand identity, packaging, and trade show materials for clients within the medical technology, logistics, and snack food industries. Created presentation visuals, motion graphics and sizzle reels for client initiatives.

Senior Designer | Music Choice, New York, NY | 2018-2022

Handled design direction for all marketing creative. Developed graphics packages for new web, mobile and television products and content. Created brand identity suites for new sub-brands. Worked directly with app developers and broadcast engineers to design and develop new marketing capabilities, UI and UX. Shared art direction, photography and editing duties in the studio. Managed and mentored junior design team members.

Lead Designer | Jack Threads, New York, NY | 2017-2018

Executed all creative aspects of email marketing, social media and e-commerce design from concept to completion. Art directed photo shoots and managed relationships with talent and vendors.

Junior Designer | RAPP New York, New York, NY | 2016-2017

Created marketing visuals and motion graphics for various clients within the wellness, telecommunications and technology industries. Designed internal and client-facing presentation materials.

Junior Designer | Sol Republic, San Francisco, CA | 2015

Created digital marketing graphics and assisted in and retouched product photography.

SKILLS

Art Direction, Graphic Design, Illustration, Motion Graphics, Photography, Photo Editing, Video Editing

TOOLS

Adobe XD, After Effects, Figma, Illustrator, InDesign, Keynote, Lightroom, Photoshop, Premiere

EDUCATION

Bachelor of Fine Arts, Advertising - Art Direction
Academy of Art University, San Francisco, CA, 2015