

XIOMARA ESPAÑA

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DESIGN EXPERIENCE

CROCS • Creative Designer

Broomfield, CO June 2024-Present

Lead creative development for global brand partnerships across social, retail, and digital channels. Own projects end-to-end from concept ideation and set design through production, art direction, and launch. Design campaign systems, toolkits, and launch assets for major franchises including Mattel, Disney, and The Grinch, partnering cross-functionally with marketing and production teams.

STARFACE • Graphic Designer

Los Angeles, CA Feb 2022-July 2024

Designed integrated packaging and campaign systems for product launches and brand collaborations across retail, digital, and e-commerce. Led visual identity execution across Amazon storefronts, print, email, and advertising. Developed collaboration mailers for SpongeBob and illustrated a branded coloring book. Designed dielines and production-ready packaging systems for the limited-edition Sanrio x Starface Star Balm Hello Apple, partnering with marketing and copy teams to align digital and in-store experiences.

AwesomenessTV & Nickelodeon • Youtube Graphic Designer

Los Angeles, CA 2021

Produced digital assets and thumbnails for the AwesomenessTV YouTube channel. Designed social branding and content systems for shows including Next Influencer, Noah Beck Tries Things, Growing Up Eileen, and Sorta Scary Show.

TaskForce & Into Action • Motion Graphic Designer

New York, NY 2020-2021

Designed animated visuals to engage young voters and promote human rights. Gifs featured on Women's March Instagram, Democracy for All, & SwingLeft San Francisco.

Fathom Information Design • Designer

Boston, MA 2020-2021

Designed data visualization products for clearer communication. Designed a series of state cards for the Barbara Bush Foundation to combat adult literacy in the U.S. Creative directed a series of magnets inspired by COVID as holiday gifts for clients.

INTERNSHIPS

MTV Viacom • Brand Design Intern

New York, NY 2019

Assisted Creative Director on digital, broadcast, and print graphics for Video Music Awards, Movie Awards and scripted content; developed logo concepts for Making the Band.

Paper Chase Press • Graphic Design Intern

Hollywood, CA 2018

High Wide & Handsome • Advertising Intern

Culver City, CA 2015-2017

The Cobra Shop • Graphic Design Intern

Hollywood, CA 2017

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

Summer Immersion

Abbey Road Summer Program
St. Laurent du Var, France 2014

Oxbridge La Escuela Preparatoria
Barcelona, Spain 2013

SKILLS

Design:

Print + Packaging Design; Retail Marketing; Brand Identity & Campaigns; Web Design; Illustration & Iconography; Typography; Photography.

Adobe Certified Illustrator Expert

Issued by Adobe | March 2025

Adobe Creative Suite (InDesign, Photoshop, After Effects); Figma; Keynote; Asana; GitHub; HTML/CSS/JavaScript; Production-Ready Files

Foreign Language:

Spanish (Fluent); French (Intermediate).

AWARDS & EXHIBITIONS

RISD Joan Shewmon Memorial Award 2020

RISD Graphic Design Senior Show 2020

Malcom Grear Endowed Scholarship 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