

Marissa I. Espiritu

Illustrator disguised as a Graphic Designer

Professional Experience

Freelance Graphic Designer – Writers Guild of America, West *Dec 2023-Present*

- Support the Multimedia Specialist to develop and create brand-right graphics for the website and other digital products for member outreach
- Present design concepts to leadership and incorporate feedback to refine and enhance designs.
- Stay ahead of visual design trends, bringing fresh ideas and a creative perspective to the team.

Graphic and Digital Media Designer – CapRadio|KXPR|NPR *April 2021-Present*

- Conceptualize, design and produce multichannel creative assets that resonate with diverse audiences while reinforcing the CapRadio brand.
- Suggest and implement new and unique ways to advance the CapRadio brand, sub-brands and products, ensuring creative reflect our visual identity and adheres to brand guidelines.
- In collaboration with the marketing team, ideate, design and produce a variety of assets. Visuals may include, but are not limited to: marketing, membership and corporate support collateral, digital and print ads, social media, media kits, email campaigns, videos, GIFs and audiograms and direct mail.
- In collaboration with digital content and digital products teams, translate researched information or data into easy-to-understand and visually engaging typography, illustrations and infographics.
- As part of the cross-functional social media team, build brand templates and produce assets, such as assets and videos, for various platforms.
- In collaboration with marketing and events teams, build brand templates and design special marketing and promotional assets.
- With oversight from the Director of Marketing, conceptualize and design CapRadio's annual impact report.
- Maintain inventory of media assets.

Illustrator – WEAVE *Nov 2021-Sep 2022*

- Collaborated with the Prevention and Education Manager to create a diverse collection of branded illustrations, totaling over 100 images and icons.
- Ensure consistency while adhering to monthly schedules, contributing to the organization's promotional and educational efforts.
- Translate creative briefs into impactful designs.

Magazine Art Director – 22 West Media *Oct 2018-May 2020*

- Oversaw the production and design of a monthly print magazine publication.
- Mentor a team of volunteer illustrators providing guidance and ensuring a cohesive and visually appealing publication.
- Worked directly with Editor-in-Chief to set up print files, creating/resizing banner suites for web, social media, newsletters.
- Work with multiple departments on a wide range graphic needs that align with business goals and maintain brand consistency.
- Communicate with teams and project managers to review project requirements, KPIs, and due dates

Contact

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Skills

Editorial Illustration & Design

Typography

Brand Development

Graphic Design

Animation & Motion Graphics

Marketing Experience

File Management

Leadership

Canva

Figma

Adobe Creative Suite

Photoshop, Illustrator,

InDesign, After Effects,

Premiere Pro

Microsoft Office

Google Workspace

Project Management

Trello, Asana, Clickup

Education

California State University -
Long Beach

Bachelor of Fine Arts:
Illustration 2020