Ashley Espinoza

Creative & Design Director

Multidisciplinary creative and design leader with 10+ years of experience shaping brand experiences across campaigns, packaging, ecommerce, retail, photography, and visual identity. Combines a hands-on design background with creative strategy, consumer research, and an experimental approach to problem-solving. Experienced in leading creative teams, developing scalable design systems, and translating customer insights and business objectives into compelling creative experiences from concept through execution.

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EXPERTISE

Core Expertise

Creative Direction • Art Direction • Brand Strategy • Creative Concept Development • Integrated Campaigns • Brand Identity & Visual Systems • Packaging Design • Digital & Ecommerce Design • Retail & Experiential Design • Photography Art Direction • Consumer Research & A/B Testing • Creative Team Leadership

EXPERIENCE

Director, Product & Design

CITY BEAUTY | BURBANK, CA | MAY 2025—PRESENT

Lead multidisciplinary creative and product strategy across brand identity, packaging, integrated campaigns, ecommerce, retail, and customer experiences, connecting consumer insights, business objectives, and creative execution.

- Lead creative direction across campaigns, packaging, digital experiences, photography, retail, and product launches, translating strategic concepts into cohesive brand expressions across customer touchpoints.
- Direct product and creative initiatives from initial research and concept development through design, production, and launch, balancing customer needs, brand positioning, and business objectives.
- Evolve scalable brand and design systems that establish visual consistency across product categories, packaging, ecommerce, retail, and campaign applications.
- Lead and mentor designers through creative concepting, art direction, critique, and execution while presenting creative rationale and recommendations to senior leadership.

NOTABLE ACHIEVEMENTS

- Led the continued evolution of City Beauty’s portfolio-wide packaging redesign, creating a more cohesive and elevated visual identity across existing and new product lines.
- Originated and led creative strategy and direction for City Beauty’s Breast Cancer Awareness campaign in partnership with the National Breast Cancer Foundation, developing a purpose-driven concept centered on authentic storytelling.
- Led creative development for Macy’s retail expansion, translating the brand across merchandising, packaging, signage, digital storytelling, and physical retail experiences.
- Developed a research-led product evaluation framework connecting consumer needs, brand alignment, market opportunity, and feasibility to support more intentional product decisions.
- Introduced OMI and AI-assisted creative workflows, reducing photography production time by approximately 80% while expanding creative flexibility and experimentation.

Art Director

CITY BEAUTY | BURBANK, CA | MARCH 2023–MAY 2025

Led creative direction and hands-on design across integrated campaigns, packaging, ecommerce, photography, retail, and brand experiences, connecting visual storytelling with customer behavior and business performance.

- Developed campaign concepts and visual systems across ecommerce, email, social, paid media, packaging, photography, and retail.
- Initiated and directed City Beauty's brand-wide packaging redesign, establishing a cohesive visual language across product categories while collaborating with designers, vendors, prepress, and production teams.
- Established ecommerce design standards and experience protocols covering PDPs, promotional states, merchandising hierarchy, product launches, banners, and out-of-stock experiences.
- Managed and art directed the in-house photographer, leading photography from concept and moodboarding through shot planning, styling, on-set direction, retouching, and final asset selection.
- Led and mentored designers, providing creative direction, feedback, and production guidance while encouraging stronger conceptual thinking and experimentation.

NOTABLE ACHIEVEMENTS

- Developed scalable creative templates and workflows that reduced design production time by 87%.
- Established visual and operational standards that improved consistency across ecommerce experiences and promotional executions.

Senior Graphic Designer, Manager

CITY BEAUTY | BURBANK, CA | MARCH 2021–MARCH 2023

- Developed multidisciplinary creative across ecommerce, email, social, paid media, packaging, print, photography, and product launches.
- Designed packaging and production-ready artwork while collaborating with vendors, prepress, and internal teams through final execution.
- Partnered with marketing teams to develop and optimize digital experiences through A/B testing and performance insights, contributing to landing-page conversion lifts of up to 45%.

Graphic Designer

CITY BEAUTY | BURBANK, CA | SEPTEMBER 2019–MARCH 2021

- Designed digital and print creative across ecommerce, email, paid media, social, packaging, campaigns, and product launches.
- Collaborated with marketing and creative partners to concept, execute, and optimize brand-consistent creative across customer touchpoints.

Jr. Graphic Designer

CITY BEAUTY | BURBANK, CA | MAY 2019–SEPTEMBER 2019

- Designed creative across web, ecommerce, social, email, and paid digital channels.
- Created and tested web experiences and A/B design variations, using performance insights to refine layouts, visual hierarchy, and creative execution.
- Supported product and lifestyle photography through retouching, compositing, and digital asset preparation.

Graphic Designer

CALIFORNIA LUTHERAN UNIVERSITY MARKETING | THOUSAND OAKS, CA | SEPTEMBER 2016–MAY 2018

- Designed multidisciplinary marketing creative across print, digital, environmental graphics, signage, large-format displays, and university communications.
- Developed environmental graphics celebrating the university's 2018 NCAA Division III Baseball National Championship and collaborated on visual materials for the Veterans Resources Center.
- Prepared production-ready artwork and partnered with stakeholders and production teams on large-format and printed creative.

EXPERTISE

Production & Tools

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Figma • Sketch • Prepress & Print Production • Dielines • Photography & Retouching • Prototyping • 2D/3D Mockups • OMI • Flora • AI-Assisted Creative Workflows • Asana • FigJam • Miro

EDUCATION

BA, Multimedia Design

CALIFORNIA LUTHERAN UNIVERSITY, 2018

Magna Cum Laude • Departmental Distinction