

ASHLEY ESPINOZA

SENIOR DESIGNER + ART DIRECTOR

Balances Brand and Performance.

Senior Graphic Designer and Art Director with 10+ years of experience leading creative across ecommerce, packaging, paid media, retail, and product launches. Combines consumer insights, creative strategy, and hands-on execution to build high-performing campaigns, brand systems, and customer experiences.

Portfolio: ashleyespinozadesign.com

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EXPERTISE

CORE EXPERTISE

Ecommerce & Conversion Design
Landing Pages & PDPs
Art Direction
Brand Identity & Visual Systems
Campaign Development
Packaging Design
Product Launches
Performance Creative
A/B Testing & Optimization
Customer Insights & Creative Strategy

LEADERSHIP + OPS

Cross-Functional Collaboration
Product Lifecycle Management
Creative Direction
Team Leadership & Mentorship
Go-to-Market Execution

TOOLS

Adobe Creative Suite
Figma
Sketch
Zeplin
Prepress & Print Production

EDUCATION

BA, MULTIMEDIA DESIGN

California Lutheran University, 2018
Magna Cum Laude • Departmental Distinction

EXPERIENCE

SENIOR GRAPHIC DESIGNER + ART DIRECTOR

*Promoted from Junior Graphic Designer (2019)
to Director of Product & Design (2025).*

Hands-on designer executing high-performing creative across ecommerce, paid social, packaging, and campaign launches. Collaborates cross-functionally to bring concepts to life from idea through final production, balancing speed, brand consistency, and conversion-focused design.

- Led creative development across ecommerce, paid media, email, retail, packaging, and go-to-market product launches.
- Concepted and optimized landing pages, PDPs, and acquisition campaigns through testing and iteration, contributing to conversion lifts of up to 45%.
- Directed designers, photographers, developers, and cross-functional partners to bring campaigns and product launches from strategy through execution.
- Bridged product development and creative execution, aligning positioning, packaging, campaign strategy, and launch assets across the full product lifecycle.
- Art directed product photography, campaign imagery, lifestyle content, and AI-generated creative to support brand, ecommerce, and performance marketing initiatives.
- Developed visual systems and campaign frameworks used across acquisition, retention, social, email, retail, and packaging channels.
- Partnered with product development, regulatory, supply chain, ecommerce, and marketing teams to launch products on time while maintaining brand consistency and customer experience.

Notable Achievements

- Increased landing page conversion performance by up to 45%
- Promoted from Junior Designer to Director of Product & Design in 6 years
- Designed and art-directed Macy's and Walgreens retail end-cap launch
- Led packaging redesign across hero and new product lines
- Prevented FDA noncompliance issue through packaging review