



## CATHERINE FLORES-ESPINOSA

Visual + UX Designer

510.673.3591

catherinefe.com

hi@catherinefe.com

### SKILLS

UX/UI Design

Branding

HTML5 / CSS3

Wireframing

Photography

Iconography

Typography

Motion Graphics

Print Design

SVG Animation

### PROGRAMS

Illustrator

InDesign

After Effects

Lightroom

Photoshop

Sketch

Marvel

Invision

Wordpress

Elementor

### EDUCATION

ACADEMY OF ART UNIVERSITY | San Francisco, CA

BFA Web Design New Media

2012 - 2017

### ACHIEVEMENTS

ULTA BEYOND WOW AWARD

10 Years of Service Excellence Award

### WORK EXPERIENCE

JAPAN AUTO REPAIR | San Rafael, CA

2018 - CURRENT

Freelance Visual Designer

Contracted to organize and develop rebranding strategies for a successful automotive business.

- Logo design and business collateral
- Create various designs and marketing materials
- In charge of visual design and marketing research

PRIVATE DINING RESTAURANT | Pleasanton, CA

2017 - 2018

Web Designer + Brand Consultant

Independently contracted designer for a successful restaurant opening it's second location and is going through a brand change.

- Web designer for new location
- In charge of various designs and marketing materials
- Assisted in visual design strategies

ULTA BEAUTY | Fremont, CA

2005 - 2016

**Positions:** Operations Manager, Merchandise Manager, Prestige Manager, Key Holder, Prestige Consultant, Beauty Advisor, Lead Cashier, Task Leader

- Manage a team of 22 employees and over see day to day store operations
- Execute ad-set and revise whole sections of stores in the greater bay area
- Travel and assist teams with remodels and new store set ups
- Complete restock of stores with weekly shipments