

# RYAN TAYLOR ESPITIA

GRAPHIC DESIGNER & ILLUSTRATOR

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## WORK EXPERIENCE

### SMTD, MARKETING & COMMUNICATIONS

2022 - Present

#### Freelance Graphic Designer

- Communicated with various composers, directors, and conductors to design unique event posters
- Created marketing content across various social media platforms to boost audience attendance of University Production performances

### MUSKET

2021 - 2023

#### Resident Graphic Designer

- Designed and illustrated original promotional material for theatre productions including posters, social media marketing, and merchandise
- Collaborated with producers and directors to create a unique and visually cohesive direction for productions

### BASEMENT ARTS

2020 - 2022

#### Resident Graphic Designer

- Communicated design elements for student productions with marketing director and corresponding play directors
- Designed social media promotion such as original show posters, collaboration marketing, season announcement graphics, and programs

### BLANK SPACE WORKSHOP

2019 - 2020

#### Graphic Designer

- Designed posters, social graphics, and other promotional material for student written plays, podcasts, and readings
- Collaborated with producers to rebrand and develop a cohesive visual aesthetic for student theatre organization

### STAMPS SCHOOL ADMISSIONS

2020 - 2022

#### Student Ambassador

- Acquired verbal and written communication skills through personal and shared experiences to engage students
- Lead info sessions and tours with prospective students to answer inquiries and provide sufficient understanding of school structure, curriculum, and learning

## EDUCATION

### University of Michigan, Ann Arbor

BFA Art & Design  
Minor in Theatre Design &  
Production, Scenic Design

Cumulative GPA: 3.6/4.0

University Honors

2018/2020/2021

## SKILLS

Photoshop  
Illustrator  
Premiere Pro  
InDesign  
Lightroom  
Procreate  
VectorWorks  
SketchUp  
Mac OS  
Illustration  
Bookbinding  
Spanish Fluency

## PROJECTS

Welcome to My Fucking  
Brain (*Thesis*)  
Who's Afraid of Virginia  
Woolf? (*Marketing Director*)  
Welcome to Kindergarten  
(*Visual Designer*)