

Summary of Qualifications

Over 13 years of illustration, graphic design and website development experience; both personal and professional. Broad expertise in illustration, animation, graphic & web design, email campaign marketing and search engine optimization. Familiar with cutting-edge technology; software, hardware and web trends. Proven ability to meet deadlines and collaborate as well as take the lead in a team-oriented work environment. Wide expertise in web design and development with a strong emphasis on quality control, maintenance and customer satisfaction. Strong knowledge and experience with web analytics, site/campaign tracking and reporting.

Special Skills

Software:

Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, Quark Express, Microsoft FrontPage.

Computer Languages & Other Special Skills:

Strong HTML & CSS knowledge, Java, FLASH interactive animation. Proficient with Drupal, Wordpress and Joomla Content Management Systems

Spoken Languages:

Fluent English and Spanish

Education

UNIVERSITY OF MIAMI Miami, FL
BA in Graphic Design (2000-2003)

MIAMI DADE COLLEGE Miami, FL
AA Graphic/Commercial Design (1997-2000)

MIAMI KILLIAN SENIOR HIGH Miami, FL
Advanced Placement Art Program Graduate (1993-1997)

Professional Experience

- May '11 – Present** **Norwegian Cruise Line**
Web Content Specialist:
Supporting requests for new content development and publishing on ncl.com. Using high-end knowledge of website usability & design and copy/image-editing skills to satisfy the content production needs associated with merchandising and supporting new programs/services on ncl.com. Maintaining and evolving a consistent creative identity for the web sites that can be used as a model for all ongoing content development.
- Present** **TONY ESPINOZA Digital/Print Media**
President
In charge of managing daily operations maintaining relationships with new and existing clientbase. Managing multiple web-related projects including brochure website design, ecommerce solutions, email marketing and social media management from the conceptual stage to the final product.
- Jul '06 – May '11** **Biltmore Hotel / Seaway Hotels Ltd.**
Webmaster/Graphic Designer/Email Marketing:
Updating and maintaining all Seaway Hotels Ltd. Property websites. Collaborating with backend programmers in implementing projects such as custom online reservations system, employment applications and special event RSVP forms. Producing graphics and promotional material for online services. Creating and updating collateral material (Flyers, brochures, posters, postcards and business cards for printing. Creating and distributing email marketing campaigns via 3rd party email distributors. Managing and maintaining customer email databases including sorting and filtering recipients by various criteria based on campaign/promotions.
- Oct '99 – Jul '06** **Computer Systems and Software / MiamiWebmasters.com**
Web Developer/ Art Director/ Project Manager:
Designing and constructing corporate web sites. Determined the look-and-feel of the entire site. Created original graphics and icons for use on sites. Implemented the web design parameters, style guides and visual standards. Established and produced graphic material for use in advertising and promotion of online services and products.
- Mar '00 – Present** **Norwegian Cruise Line Web Development / Ecommerce Department**
Internship/Freelance Artwork:
Assisting in preparation of various map graphics for web. Preparing itinerary layouts for web. Creating landing pages (FLASH/HTML). Assisting in the coding of the 2010 reskin/template site project.
- Aug '98 – Apr '00** **The Catalyst Student Newspaper @ MDC Kendall Campus**
Webmaster/Art Director
In charge of updating and maintaining the Catalyst newspaper website. Editing and preparing graphics for presentation on the web. In charge of layout for any illustration or graphics. Designing small clipping as well as full-page ads. Creating graphics inserts and clip art.
- Mar '99 – Mar '02** **Author and Creator of Just Cheese: The Online Comic Strip**
Author/Illustrator:
As a personal project, I created an online comic strip titled Just Cheese to merge my technical knowledge of computer art with my traditional illustration talent. The comic strip ran for 3 years and gained a large audience from all across the world.