

VIVIANA ESPINOSA

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EDUCATION

Spring 2007

New York University - NYC - NY

Masters Degree - Interactive Telecommunication

May 1999

Western Connecticut State University - Danbury – CT

Bachelor's Degree in Graphic Design

EXPERIENCE

**Spring '09 - Present
Adjunct Professor**

**The Art Institute of New York
Web Design Level 1 and substitute Level2**

Teach to:

- Manipulate graphics, text, video and sound in sophisticated ways for use in a design layout with an emphasis on concepts for the creation of web pages.
- Identify and implement interface design patterns.
- Design a complete website that implements XHTML web standards.

**Fall '06 - Present
Adjunct Professor**

**Manhattan Community College (CUNY)
Multimedia Design Class**

Teach STUDENTS IN CLASS LEVELS 1 and 2 to:

- Manipulate graphics, text, video and sound in sophisticated ways for use in print layout as well as multimedia, with an emphasis on design concepts for the creation of web pages.
- Create a Flash based multimedia program.
- Identify and implement interface design patterns.
- Design a complete website that implements XHTML web standards and the use CSS formatting.

Spring '08

Video Arts and Technology Class

Teach STUDENTS IN THE VIDEO ARTS PROGRAM TO:

- Manipulate graphics and text, video and sound in sophisticated ways for use in print layout as well as multimedia, with an emphasis on design concepts for the creation of compositions for screen – relying heavily in Photoshop.
- Design a complete website that implements XHTML web standards and the use CSS formatting.

**Spring-Fall '08 – '09
Adjunct Professor**

**Western Connecticut State University
Communication Design I and Graphic Design Applications**

- Principles of Graphic Design.
- Emphasis on text manipulation with relationship with space.
- Introduction to all applications related to graphic design (see skills below)

**Spring '08 – Fall '09
Adjunct Professor**

**Westchester Community College (SUNY)
Web Design Class**

Teach STUDENTS IN THE VIDEO ARTS PROGRAM TO:

- Implement visual design principles to on screen designs. Emphasis on the creation of storyboards, site maps and other planning tools in order to strengthen the final design.
- Conversion of designed layouts into functional websites.
- Insertion of multimedia objects (animations, forms, videos, flash).

- Identifying and implementation of interface design patterns.

9/2005 - 12/2006
Student Technology Assistant

The Studio for Digital Projects and Research
NYU Bobst Library

Assist the Senior Lab Manager in the technical administration of a leading digital arts program.

- Assist student and faculty users: provide instruction on electronic text, flatbed scanning, video/audio editing, etc. assist Studio staff with day-to-day operations (inventory, statistics, web site maintenance)
- Set-up and maintenance of PC and Macintosh computer systems; hardware and software, PC and Macintosh based servers networking and related peripherals, major peripheral input and output devices.
- Set-up and maintenance of video and audio creation, editing and recording systems, digital video and sound recording and editing systems and various A/V and presentation equipment.

4/2002 – August 2008 **Housatonic Area Regional Transit Danbury CT**
Marketing and Public Relations Coordinator

- Creation of marketing materials with the purpose of redefining the company's branding (buses, maps, schedules, and website -www.hartct.org).
- Promoting the use of public transportation by marketing the services through ads in various media, presentations, and meetings with public and private sectors.
- Make decisions on the use of the marketing budget and compliance with the marketing plan.

Clients

August '09 – November '09
NYX.com

The New York Stock Exchange
User Acceptance Testing

Using Fatwire 7.5 Content management system implementation for the future nyx.com site.

Parenting.com

Photo Editor / Designer

New York - NY

5/2001 - 8/2002

LatinoAmérica Newspaper

Danbury CT

Senior Art Director

Design of the newspaper layout, collateral materials and advertisements. Translation from English to Spanish and vice versa.

6/1999 - 5/2001

Marketing Drive US

Wilton CT

Freelance Art Director

Production all in-store advertising for the Gillette Corporation, at National and International levels. (Gillette's products including Duracell, Braun, and Oral-B).

5/1999 - 12/1999

Brainbow Corporation

White Plains, NY

Web Designer

Design and front end development. Some clients included names such as alransales.com, atwebmall.com, and concordplazany.com.

5/1998 - 7/1999

Ethan Allen Inc

Danbury CT

Multimedia Design Artist

Front-end development, print catalog design and Database creation.

SKILLS

CSS, HTML, PHP, Flash with basic Action Script, Basic Java, PHP, Dreamweaver, GoLive, Final Cut Pro, MS Office, Acrobat, Maya (3D modeling and animation), InDesign, QuarkXpress,

Photoshop, Illustrator.

Content management systems such as FatWire and Wordpress.

Use of various high-resolution slide and non-slide scanners and cameras. Illustration and Drawing. Fluent speaking and writing in Spanish – experienced translator.

TRAINING and AWARDS

2005 Market-Based Ridership Strategies Seminar

2004 National Women's Transportation Seminar Member

2003 Leadership Training Danbury Chamber of Commerce

Flash Attack Workshop

Marketing Public Transportation Seminar

2002 Creating Effective Email Marketing Campaigns

1999 Designing and Planning Web Pages Certificate

December 2004 - American Graphic Design Magazine - Award

October 2003 - Art Alumni Show Award - Western CT State University