



Mason Espedal



Graphic Designer and Entrepreneur
(469) 386 - 1522
mason@espedalcreative.com
espedalcreative.com

Education

BFA, Communication Design ('24)
Texas State University | GPA: 3.96

BBA, Management
With a focus in Entrepreneurship ('24)
Texas State University | GPA: 3.96

Skills and Software

Adobe Creative Suite
AI Generated Artwork and Solutions
Figma
Google Suite
Photography
Product Development
Entrepreneurship
MS Office Applications
Production Design
Vendor Relations
Customer Relations
Wix Website Building
Squarespace
Shopify
Website Design
Blender
3D Modeling and Rendering
Leadership
E-Commerce

References

Marshall Thompson
(817) 845 - 7554
Co-Founder
Canworks Printing

Jeff Davis
(512) 557 - 4128
Professor
School of Art and Design
Texas State University

Work and Design Experience

Graphic Designer

Canworks Printing | 05/23–Current

Collaborated across diverse business functions, transforming client artwork and creating content for social media platforms. Managed end-to-end artwork processes, ensuring seamless execution from conception to printing.

Owner and Designer

Espedal Creative | 01/23–Current

Oversees and performs freelance design projects for a diverse range of businesses. Collaborates closely with clients to deliver intricate brand identities, logos, 3D modeling, renders, and engaging social media content.

President, Acting Secretary, and Chapter Founder

TXST CHIL (Cannabis Hemp Innovation League) | 08/23–05/24

Started and brought a student academic organization from Texas A&M to Texas State University. Designed, built, and operated this organization to give it life for years to come at Texas State University.

Promoter and Team Member

Afterdark Entertainment | 06/21–01/23

Efficiently coordinated on-site merchandise sales, strategically promoted events through social media channels, handled ticketing and guest list operations, and assumed on-site managerial responsibilities as required.

Owner and Founder

Velocity Patches | 08/15–Current

Built a small business from the ground up offering custom patches and insignia to over 5,000 customers and businesses since creation. These customers include sports teams, government agencies, and various brands.

Awards and Achievements

TBHF Future Texas Business Legend Award Finalist
Nina Vaca Innovation & Entrepreneurship Award
Communication Design Fund Scholarship
Refel Rushing Entrepreneurship Scholarship
Jack Eure Endowed Scholarship in Marketing & Management
Student Government Scholarship
Stanley K. Tanger Scholarship
Sandra Zamarripa Scholarship
Ralph Gassman Memorial Endowed Scholarship