

CHRISTIAN FRANQUI

GRAPHIC DESIGNER

Phone: 407-433-0057

Email: Cfranqui@gmail.com

Website: ThinkingMadeVisible.com

EXPERIENCE

Washington County, OR

Graphic Designer

2017 - Present

Develop, design and supervise production of complex print and online or electronic graphic design projects (including collateral, sales tools, demos, web pages, and materials for public facing events) for a 300+ employee department. Applied established organization branding specifications to ensure work met style guidelines. Act as liaison between technology and marketing to ensure technology delivered is in line with PR strategies and needs. Develop and establish strategic relationships with print vendors, freelance graphic designers and copywriters.

Thinking Made Visible

Freelance Designer

2009 - Present

Proactively manage and produce web and graphic design projects from concept to completion in a fully remote environment. Collaborate with varied clients to create vision, conceive designs and consistently meet deadlines and requirements. Coordinate third parties, consultants and vendors to meet all project requisites. Successfully translate brand style into concrete design for promotional material, corporate websites and sales collateral. Manage all operational, strategic, financial, staffing, quote/bid and administrative duties.

Full Sail University

Course Director

2012 - 2017

Effectively taught introductory and upper-level courses for the online Internet Marketing Bachelors and Masters degree programs. Wrote and designed instructional materials such as assignment activities, presentations and course curriculum. Guided students in using technology to complete varied projects. Consistently maintained a 96% positive feedback rating on student course evaluations and became 1 of 3 founding faculty members of the program's academic honors track.

Ripley Entertainment

New Media Designer

2011 - 2012

Assumed responsibility in the areas of print and web design, media strategy, location photography and asset creation. Conceptualized ideas and executed creative and brand-specific design for a wide range of marketing communications materials for over 25 locations around the globe. Effectively managed vendor communication, project reporting and tracking of deliverables within a tight deadline-driven environment. Participated in team effort to produce the next generation of Ripley's Believe it Or Not websites, mobile apps, social media and print advertising.

Two Think

Creative Director

2007 - 2009

Managed creative team and developed results-oriented approaches and treatments that improved and maintained performance in all in-house and client design projects. Successfully managed SEO strategies to improve and maintain search engine ranking, tracking site goals, email campaigns and e-commerce based sales. Created and conducted highly persuasive bidding and marketing presentations. Participated in production of product photography, print and web design projects for key clientele.

EDUCATION

University of Central Florida

2002 - 2006

2006 - 2008

Master of Arts (with distinction): Film and Digital Media - Visual Design and Interactive Media Track.

Bachelor of Arts (cum laude): Digital Media - Web and Interactive Media Track.

SKILLS & PROFICIENCIES

Photoshop ●●●●●

InDesign ●●●●●

HTML / CSS ●●●●●

Illustrator ●●●●●

Video Editing ●●●●●

Photography ●●●●●

Mac ●●●●●

PC ●●●●●

MS Office ●●●●●

VOLUNTEERING & RECOGNITION

- AmeriCorps Alumni (Domestic Peace Corps)
- Winner: Red Bull Build
- Winner: Undergraduate Research Showcase
- Recipient: President's Student Service Award