

# CHRISTIAN FRANQUI

VISUAL DESIGNER



407.433.0057



Cfranqui@gmail.com



## ABOUT ME

I am a creative digital media professional with 10+ years of experience and have had my hand in most aspects of the digital cycle. From managing clients and teams to conceptualizing, designing and implementing front-end web applications, e-commerce, SEO and marketing communication materials. I have the agility to contribute to multiple projects and demands simultaneously as well as a positive attitude to thrive in high-productive, customer-focused environments. I'm a generalist at heart as a result of an insatiable curiosity for technology.



## EDUCATION



DIGITAL MEDIA

University of Central Florida | 2006 - 2008



DIGITAL MEDIA

University of Central Florida | 2002 - 2006



## LANGUAGES

English 100% Fluent

Spanish 100% Fluent



## THINGS I LOVE



MUSIC



COMPUTING



SPORTS



HIKING



PHOTOGRAPHY



## EXPERIENCE

2017 - NOW

Remote / San Francisco, CA

### SEEKER (SOFTWARE ENGINEERING SOURCING ANALYST) SOURCERESS

- > Funded by Y Combinator, Lightspeed Venture and the founders of Dropbox.
- > Using a novel machine-learning AI, I help analyze and find the best software engineers rightly suited for some of Silicon Valley's most innovative companies.
- > Led internal think-tank to find value-added solutions to improve engagement within distributed teams resulting in adoption of a handful of new approaches company-wide.



## PROFICIENCIES

- > Web Design and Front-End Development
- > Graphic Design
- > Adobe Creative Cloud
- > UX/UI
- > Wordpress
- > HTML/CSS/Javascript
- > Blogging/Copywriting/Editorial
- > Video Production/Editing
- > Search Engine Marketing/Optimization
- > Google Analytics
- > Technical Training/Teaching
- > Project/Team Management



## RECOGNITION

- > Winner: Red Bull Build - Game Design Contest
- > 1st Place Undergraduate Research Showcase
- > President's Student Service Award



## VOLUNTEERING

Served over 1000 hours of National Service to maintain, build and service trails and facilities for the National Park Service, Fish and Wildlife, Bureau of Land Management, U.S. Department of Agriculture and U.S. Forest Service.

# CHRISTIAN FRANQUI

VISUAL DESIGNER



407.433.0057



Cfranqui@gmail.com



## EXPERIENCE

2009 - NOW

Remote / Orlando, FL area

### Freelance Web & Graphic Designer

Thinking Made Visible

- › Proactively develop and manage web and graphic design projects from concept to launch in a fully remote environment. This includes but is not limited to: Full websites, eCommerce integrations, brochures, reports, infographics, landing pages, emails, online video, social media marketing and photography.
- › Collaborate and assist varied clients to create vision, conceive designs and requirements.
- › Coordinate third parties, consultants and vendors to meet all project requisites.
- › Successfully translate brand styles into concrete design for promotional material, corporate websites and sales collateral.
- › Implement researched SEO using semantic HTML and keyword placement.
- › Manage all operational, strategic, financial, staffing, quote/bid and administrative duties.

2017 - 2017

Portland, OR area

### Sr. Graphic Designer

WASHINGTON COUNTY, OR

- › Developed, designed, implemented and supervised production of complex print and online or electronic graphic design projects (including collateral, sales tools, demos, publications, web pages and materials for public-facing events) for a 300+ employee division.
- › Conducted improvement analysis for quarterly and annual publications in collaboration with department teams to improve customer service and engagement.
- › Created detailed UX design documents for a non-technical audience.
- › Provided outstanding customer service and acted as liaison between technology and marketing to ensure technology delivered is in line with PR strategies and needs of each department.
- › Established and nurtured strategic relationships with print vendors, freelance graphic designers and copywriters.
- › Scheduled, coordinated and shot on location digital photographs and video. Used a Canon digital SLR camera and equipment for creative content/asset creation used in County publications.
- › Represented County as a communications officer for monthly public-facing community participation organizations.

# CHRISTIAN FRANQUI

VISUAL DESIGNER



407.433.0057



Cfranqui@gmail.com



## EXPERIENCE

2012 - 2017

Orlando, FL area

### Course Director

FULL SAIL UNIVERSITY

- › Effectively taught introductory and upper-level courses for the online Internet Marketing Bachelors and Master's degree programs.
- › Wrote and designed instructional materials such as assignment activities, presentations and course curriculum.
- › Patiently guided students in using technology to complete varied projects.
- › Provided mentorship and ongoing open lines of communication to facilitate in student engagement.
- › 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.

2011 - 2012

Orlando, FL area

### Web/New Media Designer

RIPLEY ENTERTAINMENT

- › Conceptualized ideas and executed creative design for a World-wide brand spanning across 5 continents.
- › 1 of 2 team members to architect, design and implement the next generation of Ripley's Believe it Or Not museum (mobile responsive) websites (a total of 23 separate sites in a 5 month period).
- › Coordinated development, buildout and implementation of an iOS social application deployed on location at Ripley's museums to digitally enhance guest experience, capture user data and encourage organic social engagement.

2007 - 2009

Orlando, FL area

### Co-Founder/Creative Director

TWO THINK

- › Co-founded a digital marketing and web development firm. Recruited, built and led a talented creative and development team.
- › Responsible for developing and proposing resourceful approaches and treatments that maintained performance for medium to large companies across the country.
- › Designed and developed web sites, implemented SEO techniques to improve/maintain search engine ranking and tracked KPIs for key clientele.