



MARIA FRANCO

GRAPHIC DESIGNER



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www.firstline-design.net

EXPERIENCE

FIRSTLINE DESIGN

OWNER/GRAPHIC DESIGNER

Prescott, WI 2003 - present

Utilize creativity, artistic talent and natural design sense to develop bold, balanced designs. Exhibit intuitive ability to develop effective brands and marketing strategies. Collaborate with clients to skillfully convert features to benefits, with a keen appreciation for how design elements will affect target audience. Proven ability to manage multiple projects from conception through completion, on time and on budget. Maintain excellent relationships with printers and other vendors to execute final product. Successfully manage all operational, strategic, financial, quote/bid and administrative functions.

FARGO FORUM COMMUNICATIONS

GRAPHIC DESIGNER

River Falls, WI 1999 - 2002

Exhibited strong attention to detail and an eye for balanced composition while laying out weekly and special event publications. Proved ability to create effective design in a fast-paced environment. Collaborated with clients and design team to produce various marketing materials for in-house print company. Employed excellent writing skills while editing and contributing feature articles.

EDUCATION

BA, Marketing Communications; Minor, Art
UW - River Falls, River Falls, WI

Internship: Public Relations Assistant
University of Wisconsin-River Falls News Bureau

Displayed excellent written and communication skills while performing interviews and writing press releases and feature articles pertaining to University news and local events. Highlighted instinctive design abilities and creative passion in successful class assignments that resulted in being published.

PROFILE

- Over **15 years experience** in marketing, design and project management.
- **Intuitive** ability to translate visions and ideas into effective brands and marketing campaigns.
- Excellent verbal and written **communication skills**.
- Outstanding customer service skills, with a **high rate of referrals** and repeat customers.
- **Organized** and effective project manager, skilled at identifying tasks necessary to facilitate timely and cost efficient completion.
- **Highly motivated** with the ability to work independently, while also being a dependable team member.

View my online portfolio and read customer testimonials at www.firstline-design.net

TECHNICAL SKILLS

• Adobe Illustrator • Photoshop • Indesign • Microsoft Word • PowerPoint • Excel