



alex.francisco

digital / graphic design
user experience
strategy

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User Experience

General Assembly – Sydney

Communication Design

Advanced Diploma

Billy Blue School of Graphic Arts – Sydney

Business Management

Advanced Diploma

Kent Institute – Sydney

Social Communications

Bachelor – Advertising Major

Methodist University | Sao Paulo – Brazil

Substance. Innovation. Pragmatism.

I am a natural-born problem solver, always striving for the most effective and aesthetically pleasing solution.

Analytic *and* creative, I feel comfortable in both realms, capable of identifying and dissecting complex systems to understand their relationships. Time then to design solutions that range from compliant to innovative, self-standing to integrated, and unique to scalable.

Curious and a lifelong learner, I enthusiastically promote digital technology and how it extends human abilities, bridging ideas to action, to change, to profit, to knowledge, to development, and, (phew!) to use.

My next role – towards leadership...

It must involve people and processes. For as much as I'm excited for the high-speed road towards automation and Artificial, the two most important components of an excellent communications machine are still brains and heart. The person in front of the screen deserves all the attention, particularly the user, but also us designers, who are building the tools to create life now and tomorrow.

The whole is greater than the sum of its parts.

What you do with information is far more important than the amount of information you can gather. Such is the relationship between all the pieces of an entity's online presence that the digital designer must understand the interplay of branding, marketing and advertising, user experience, information architecture and user interface, content and context, business objectives, and user objectives.

Meet halfway, then go the extra mile.

"The Medium is the M(a)ssage" – Marshall McLuhan

For the last 20 years, I have found myself immersed in such puzzles, leaping headfirst into clients' challenges while devouring new technology books, design blogs, developers' communities, and, most fortunately, always being just a desk away from talented colleagues and caring mentors.

As a result, I'm an all-round designer, specialising in digital media, skilled in branding and publishing, versed in front-end development and user experience, and literate in business and marketing.

Digital Designer | 2021 – current | Woolies X – Permanent Retail Media Content Squad (Cartology)

Design and front-end development (html/css/js code) for Branded Shops in web and app. Creation and maintenance of templates within the Adobe Experience Manager (CMS). Technical and ux collaboration across squads to bring Branded Shops into app.

Digital Designer | 2020 – 2021 | Woolies X – Contractor / MacGyver Squad

Design and delivery of graphic assets, still and motion omnichannel channel, such as email, website and mobile app for EDR eDMs, development and maintenance of templates for emails on XD and After Effects for social media motion banners.

Digital Designer | 2018 – 2020 | Freelancer

Consultant/contractor for [Toluna](#). – insight/research USA based company. Infographics and themed presentations packs

Senior Designer | 2016 – 2018 | Vitamin X Creative

Small team of 4 designers and 2 developers with big challenges, Vitamin X is what we call integrated agency, focused on the conceptualisation and planning of projects, in new and traditional media, and bringing specialists in when it's time for execution. Our client list is mix of high profile technology and finance companies – such as Toshiba and Challenger, as well as non-profit and government.

Senior Designer | 2012 – 2016 | AMBA Communications

Role too diverse for any other title, involving all aspects of communication – integrated printed and online advertising to promotion to digital strategy to web design, from concept, to design, development, project management, testing, deployment, training and maintenance.

Adobe CC Suite

Including After Effects

Figma

(and Figma AI soon...)

Independent

Committed

Entrepreneur

Catalyst team member

TED Talks addicted

Adobe Experience Manager

Front-end dev