



## 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 going for the most effective and aesthetically pleasing solution.

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

Curious and a life long learner, I unashamedly promote digital technology and the way it extends human abilities, bridging ideas to action, to change, to profit, to knowledge, to development.

### Senior Designer | 2016 – present | Vitamin X Creative

Small team, 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.

### Senior Graphic Designer | 2010 – 2011 | Red Ape

Responsible for spreading the professional excellence delivered by this illustration parlour to a growing demand of design work for corporate identity, packaging and point of sale. Animations and interactive presentations on the menu, as well.

### Freelancer Designer

Designing and developing websites, mostly WordPress based. Collaboration on designing and developing native apps (iOS – iPhone and iPad). Branding for small businesses. Collaborative design, art direction and production of Qantas duty-free catalogue, printed, online and onboard. Design and production of Hungry t-shirts, CDs and music festivals. Freelancing is how I get paid for learning...

### Adobe CC Suite

Photoshop  
Illustrator  
InDesign  
Animate  
Dreamweaver

### Sketch

### Tech skills

Desktop publishing  
Animation  
Responsive design  
UX mindset

### Microsoft Office

Word and PowerPoint  
custom templates

### Apple Keynote + Interactive PDFs

Presentations, eBooks,  
interactive magazines,

### Personal skills

Independent  
Committed  
Entrepreneur  
Catalyst team member  
TED Talks addicted

### Google Analytics

### MailChimp

### Invision

Digital prototyping

### HubSpot

Inbound marketing

### Languages

Portuguese Brazil – Native  
English – Proficient  
Spanish – Basic  
HTML/CSS – Proficient

## The whole is greater than the sum of the parts.

What you do with information is way more important than all the information you can get. 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 14 years, I have found myself immersed in such puzzles, leaping head first into clients challenges, while devouring new technology books, design blogs, developer's communities, and (most luckily), always only a desk away from talented colleagues and caring mentors.

As a result, I'm an all rounder designer, specialised in digital media, skilled in branding and publishing, versed in front end developing and user experience, business and marketing literate.

## What projects you're working now do you think I would fit in?