

Luisa Franco

Visual Designer and Creative Thinker

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Profile

Highly motivated and creatively driven Senior Graphic Designer with over 15 years experience across Government, Entertainment, Fashion, and Education industries. With meticulous attention to detail and an empathetic leadership style. Proficient in managing projects from concept to completion, while fostering team collaboration to achieve shared goals. Adept at bringing brands to life and cultivating customer loyalty through innovative solutions.

Skills

- Ability to work across both Mac and PC
- Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, Media Encoder, Bridge, Adobe • Microsoft suite: Outlook, Word, Excel, Powerpoint, OneNote
- Repeat patterns • Styling • Art Direction
- Google Slides & Sites • Jira

Achievements

- Winner Distinction, Digital Media AGDA Biennial Awards
whoware.com.au website design
- Gold Promax
Broadcast Design Awards ANZ
whoware.com.au - site design
- Winner Best Association Website:
Webby Awards 2008 (New York)
Project: 'www.skillsone.com.au' site design
- Winner Distinction, AGDA
Head Over Heels identity and logo design
- Silver Promax
Broadcast Design Awards | Promax USA
Arena Film Festival Entertainment Promo
- Gold Promax
Broadcast Design Awards | Promax USA
Channel [V] site design
- Gold Promax
New York Film Festival | USA
Arena Film Festival Entertainment Promo
- 2nd Place
Tropicana Film Festival
Film titles for 'Rust Bucket'
- Published
Ken Cato 'design Down Under' 1996
Upcoming student talent

NOW

NSW Treasury

Senior Graphic Designer (Grade 9/10)

December 2023 - December 2024 www.treasury.nsw.gov.au

As the Senior Designer within the NSW Government Treasury, my primary responsibility was to uphold and enhance the integrity of the brand through innovative design across various digital and printed communication platforms for internal stakeholders. I was pivotal in fostering strong relationships with internal partners to ensure client needs are met effectively.

- Developed and maintained brand integrity, showcasing a strategic approach to design and brand architecture.
- Produced high-quality artwork for print and digital channels efficiently, ensuring accuracy and adherence to specifications.
- Collaborated seamlessly with the broader Communications team and stakeholders throughout the creative process, from initial brief to final delivery, while maintaining strong customer and stakeholder relationships.
- Championed best practice design across the Cluster, ensuring alignment with brand and industry standards.
- Delivered a diverse range of creative solutions across subjects, projects, branches, and divisions, demonstrating meticulous attention to detail and timeliness to ensure client satisfaction.
- Oversaw outsourced work, engaging effectively with external design agencies to ensure exceptional creative and conceptual outcomes.

2022

Department of Planning and Environment

Communications Advisor, Graphic Design (Grade 7/8)

July 2022 - December 2022 www.dpie.nsw.gov.au

As the Brand and Communications Advisor Officer at the Department of Planning and Environment, I provided creative design and advice for print and digital visual communications. This included designing materials such as posters, logos, brochures, templates, presentations, banners, and online graphics.

- Collaborated with copywriters to design and produce high-quality and engaging integrated communication materials: posters, logos, brochures, document templates, PowerPoint presentations, banners, and online graphics.
- Undertook end-to-end design projects, ensuring they met stakeholder requirements and were completed within agreed timelines and budget constraints.
- Maintained and updated corporate identity guidelines and graphic assets for the Department, ensuring compliance with legislative and regulatory provisions, public sector frameworks, and Departmental plans.
- Provided expert advice across the branch on graphic design solutions, layout, branding, print and digital production, and related matters, applying accessibility guidelines (WCAG) 2.0.
- Supported the Manager in delivering tasks on time, within budget, and to a high standard.
- Consulted with the Manager on significant issues or conflicts, ensuring decisions aligned with legislative and regulatory provisions, policies, delegations, and resource parameters.
- Demonstrated experience in receiving and following design briefs, creating engaging print and digital designs, and proof-reading with meticulous attention to detail.

Education

- Certificate in Project Management, Mastering Project Management Aust. Inst. of Management-AIM
- Certificate Adobe InDesign Accessibility City Desktop Training
- Diploma of Design and Fabric Printing (Distinction) Fashion Design College-TAFE
- After Effects Digital Compositing Training Digistore
- Website Design for Designers short course University of Technology-UTS
- Film Titles short course Australian Film and Television School-AFTRS
- SGI: Flint/Flame Digital Compositing (Internal Training at Foxtel with Digistore)
- Associate Diploma in Arts Graphic Design Enmore Design Centre-TAFE
- Bachelor of Fine Art Major Painting & Minor Printmaking University of New South Wales-COFA

Programs

Own Your Career 2021-22 Mentoring Program
Department of Planning & Environment

Imposter Syndrome Program 2022
Coach: Alison Shamir

Building Me Program

- Mentoring Program
Department of Planning & Environment
- Respectful Workplace Behaviour
 - Mastering Constructive Conversations
 - Brand You
 - Job Application, Writing & Interview Skills
 - Resilience and Change
 - Build Your Future
 - Growth Mindset
 - Inclusive Workplace Behaviours
 - Cultural Awareness
 - Communicating with Impact
 - Building Emotional Intelligence
 - Working Together Apart
 - Writing for Success

2022

Department of Planning, Industry and Environment Graphic Design (Clerk Grade 5/6 & acting 7/8)

August 2021- July 2022 www.dpie.nsw.gov.au

Entailed designing and developing project materials to effectively convey planning projects and priorities to the NSW public, ensuring alignment with DPIE's brand across diverse channels and meeting partner needs.

- Provided design services for project collateral, ensuring brand compliance.
- Collaborated with stakeholders to interpret requirements and develop communication strategies.
- Translated complex information into audience-appropriate graphics.
- Managed support activities, monitoring asset usage and maintaining brand integrity.
- Contributed to design strategy development and coordinated multiple tasks.
- Maintained effective relationships with stakeholders and organized work priorities independently.
- Prepared materials for review and ensured regulatory compliance.
- Possessed experience in digital design tools and tertiary qualifications in graphic design or commercial art.
- Managed content and communication strategies, ensuring adherence to standards and brand guidelines.
- Coordinated digital systems for optimized content delivery and fostered a collaborative, customer-focused culture.
- Established effective relationships with stakeholders and managed project processes.
- Maintained knowledge of industry trends and prioritized quality and accessibility in a high-volume environment.
- Devised appropriate methods for issue resolution and referred complex decisions to senior advisors.
- Occasionally worked after hours for urgent communications publishing.

2021

Office of the Environment and Heritage

Brand and Design Coordination Officer (Clerk Grade 3/4)
April 2019 - August 2021 www.environment.nsw.gov.au

In my role as a Brand and Design Coordination Officer, I provided vital support in delivering design and brand services, along with effective program support and administrative services, to align with OEH's strategic objectives.

- Coordinated, supported, and administered design and brand services for delivering quality communication and promotional products across multiple channels.
- Executed design and brand work to ensure open and customer-focused information, engagement, and services.
- Managed digital systems to deliver content while adhering to organizational standards and processes.
- Promoted design and brand guidelines to support business initiatives and organizational programs.
- Assisted in project planning, scoping, and management through project management systems and reporting.
- Maintained collaborative relationships and communication with internal and external stakeholders and suppliers.
- Ensured effective coordination and support for consistent and customer-centric design and brand communications in a high-volume, responsive work environment.
- Maintained continuous knowledge of OEH brand, content use, digital assets, and processes to enhance customer and visitor experiences.
- Operated within a framework of limited autonomy, determining day-to-day work priorities under the guidance of the Team Leader and senior team members.

Referees

Alina Caballero

Director, Strategic Communications & Internal Engagement
NSW Treasury
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Norah Collins

Communications Advisor, Brand & Design Environment and Heritage Group
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Mary Gaudry

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Mary Teague

Director
Access, Equity and Inclusion
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Character Reference

Susan Burchill

Producer and writer
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2019

Madge Goods

Founder, Creative Designer and Design Manager

January 2014- March 2019 www.madge.com.au

- Responsible for launching a fashion and lifestyle brand, designing the textile patterns and clothing
- Patterns for products, overseeing the supply chain management and production with external suppliers and manufacturers.
- Setting up and overseeing the launch and daily running of the online and retail store. This included management of staff, point of sale systems and inventory (Shopify).
- Design and creation of brand marketing and communication material across digital, social media and print advertising. Art direction of photo shoots, talent and stylists.

2014

SBS News and Current Affairs

Motion Graphic Designer

January 2011- December 2014 www.sbs.com.au

As the News and Current Affairs Motion Graphic Designer at SBS TV, I played a pivotal role in supporting our News & Current Affairs teams by creating visually captivating graphics and explainers. My work enhanced the storytelling of global and national news stories across various broadcast and digital platforms. I collaborated closely with Producers and Journalists to produce dynamic stories that engaged and informed our audiences in a timely and contemporary manner. Additionally, I supported the Design Supervisor, ensuring smooth operations across teams and taking on some administrative duties. The ability to remain calm under pressure, was essential for success in this role.

- Collaborated closely with Producers and Journalists to produce dynamic stories through state-of-the-art graphic design.
- Created complex, bold, and dynamic animations to visually enhance news stories, ensuring resonance with the audience.
- Stayed updated on channel branding, style guides, emerging visual trends, integrating them into projects seamlessly.
- Effectively communicated with team members, handed over tasks efficiently, and provided training to new team members when required.
- Utilized proficiency in Adobe Creative Suite, particularly After Effects, to deliver intricate animations.
- Incorporated innovative techniques by understanding VizRT and augmented reality processes into motion graphics projects.
- Upheld excellent attention to detail and accuracy across all platforms, maintaining audience trust in design and the brand.
- Demonstrated extensive experience in studio delivery and team workflows, ensuring smooth operations and timely project completion.
- Leveraged globe mapping skills to enhance storytelling, adding depth and context to narratives as necessary.
- Undertook shift work, including evening shifts, weekends, and public holidays, showcasing dedication to fulfilling the demands of the role.

2004

Studio Cream Design Pty Ltd

Owner, Studio Manager and Design Director

2004 - 2018

I led, managed, and actively contributed to projects spanning print, digital, social, and motion graphics.

- Studio and project management including budgets
- Project co-ordination, sourcing suppliers and contractors (print, motion, web and audio)
- Managing and mentoring permanent and sub-contract staff
- New business and client management
- Creative lead and art direction across all media, print, digital and broadcast
- Project presentation to clients and project delivery