



# FRANCINE HARRIS

graphic and web designer

Innovative • Diligent • Energetic • Attentive • Synergetic

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Creative problem solver focused on bringing high quality and purpose to design. Reputation for listening to and understanding stakeholders' objectives, resulting in added value to the end result. High attention to detail. Develops and researches projects from initial concept to final product. Designs various projects while delivering brand consistency. Able to work independently and be an effective team player. Works well with deadlines. Let's get started!

## SKILLS



## PROFESSIONAL EXPERIENCE

### Graphic Designer, 2018-Present Tonic Ideas, Fishers, IN

Designing various projects including branding, marketing collateral, campaigns, print publications, websites, digital design, and more. Also preformed product research and social media page management.

- Formulates projects from creation to final product
- Effectively collaborated with creatives, clients, and outside vendors

### Graphic & Web Designer, 2009-2017 Yellow Pages Digital & Media Solutions, Indianapolis, IN

Designed print and web advertising, websites, and mock-ups in a fast-paced, rapidly growing environment. Used an in-house content management system, with HTML & CSS. Worked both independently and collaborated with other departments to ensure stakeholders' needs were met.

- Provided exceptional customer service and business retention – took initiative to help at-risk clients, going above standard product, saving more time, and retaining client to the company.
- Entrusted with special projects and cross-training, resulting from my aptitude, production, quality, and organization.
- Successfully executed tasks under high-pressure situations to meeting tight deadlines while implementing industry, brand, and customer guidelines.

### Production Artist/Designer, 2007–2008 Spectrum Graphics & Printing, Grand Rapids, MI

Created and prepared print materials for offset/digital/large format printing and finishing processes. Projects included brand identity, advertising, brochures, catalogs, signage, direct mail, invitations, packages, photo editing, and website creation/editing.

- Successfully performed client consultations and press checks
- Collaborated with sales to sell ideas and suggestions
- Worked closely with other staff, managers, and outside vendors

### Freelance Designer, 2007 Shirley Hubers, Grand Rapids, MI

Created branding image for client's product, Pillopac®.

- Determined product's structure according to its function
- Assisted with product research, marketing strategy, helped choose product materials and color options
- Designed logo and price tag

## CLIENT RESPONSES

*"Firstly can I just say that the site looks amazing. I am excited by its imagery and reference to London."* – owner of Little London Hair Boutique

*"Your designer is doing a great job, I love the format and fonts."* – Comsign Architectural Signage

*"The site is looking sharp! Great work."* – client of WE DO Property

## EDUCATION

BFA in Graphic Design  
Kendall College of Art & Design  
Grand Rapids, MI

AAS in Graphic Communications  
Gogebic Community College  
Ironwood, MI