

FRANCESCA M. SMITH

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FRANCESCA-SMITH.COM



2012-Present

MINUTEMAN PRESS OF POINT LOMA

PRINT GRAPHIC DESIGNER | SHOP MANAGER

- Design and produce materials from customer input, set up files for print, maintain front office and Xerox 700 Digital Press, schedule/coordinate print runs; customer relations, print estimates

2009-Present

FREELANCE

Design and production | ads | brochures | logo design and branding packages | product sheets | display merchandising book design and illustration | light website maintenance | proofreading | copywriting

- Clients include: City Ballet of San Diego, Justin Valley (author), BioHarmony, Shpigel Acupuncture, Tri-Wellness, House of Jewels, San Diego Astrological Society, Minuteman Press of Mission Valley, Blue Moon Advertising, R.I.S.E. Wellness Center
- Also create video montages with music, produce handmade books and cards for special occasion

1998-2009

EVANS HOTELS, San Diego

(CATAMARAN RESORT HOTEL AND SPA | BAHIA RESORT HOTEL | THE LODGE AT TORREY PINES | THE SPA AT TORREY PINES NEWPORT DUNES RESORT | THE INN AT RANCHO SANTA FE | UNIVERSITY CITY MARKETPLACE SHOPPING CENTER)

CREATIVE DIRECTOR

- Designed and produced all collateral, advertising, signage (brass, indoor, outdoor), direct-mail, brochures, promotions, and sales proposals. Publications include *San Diego Magazine*, *Los Angeles Magazine*, *Travel + Leisure*, *The New York Times*, *Westways*, *Pacific Magazine*, *Robb Report*, *Modern Luxury*, *San Diego Tribune*
- Created campaigns and one-of-a kind pieces for special events, i.e. displays, presentations, hand-made invitations
- Logo design: The Lodge at Torrey Pines, Greene's Gift Shop, The Catamaran Spa, and The Spa at Torrey Pines
- Responsible for keeping the consistency and brand of the individual properties, including in-house publications
- Stylist for photo shoots and supervised live feeds for interviews, television coverage (*The Today Show*, *Sign on San Diego*, local promotions)
- Assisted Catering and Convention Services Departments with design and execution of special events on and off property
- Copywriting, brain storming, proofreading, press checks at 2:00AM; Sales & Marketing Office comic relief

1987-1998

FREELANCE

Design and production | ads | brochures | display merchandising | exhibit design | production assistant (TV)

- Clients included: The San Diego Zoo, Nickelodeon, Carter-Haley-Hall department stores, Starbucks, HBJ Publishers
- On call for several advertising/design agencies, downtown San Diego, Del Mar, Escondido

Other relevant information (or not so much)

- Proficient in CS6 (Photoshop, Illustrator, InDesign), Quark; experienced in Final Cut Pro, Audacity, Dreamweaver
- Born and raised in New York City; graduated from The Chapin School, Manhattan
- BFA in Acting and Voice from USIU School of Performing Arts, with minor in Creative Writing
- Received creative writing awards from and published in *Virginia Quarterly* and *Atlantic Monthly*
- Dancer and volunteer, City Ballet of San Diego Company and School
- Third-level student, National Comedy Theater
- I was the voice-over for F-14 training films

References available upon request