

Rie Francis

📍 Huntsville, AL

📞 2566904333

👉 RieDesigns

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in Rie Francis



Profile

Skilled and reliable digital designer with

with over 15 years of experience working professionally within the graphic design industry. Highly skilled with various programs such as Adobe Illustrator and CorelDRAW. Experienced with creating illustrations, possessing expert skill level in drafting storyboards, mock-ups and drafts. Specializes in creating assets for use by layout artists and web designers.

Creative and detail-oriented digital designer with exceptional skill level and experience in various mediums, such as vector art, videography, and photography. Highly adept with programs in Adobe suite, such as Photoshop, Illustrator, and Premiere Pro. Driven to complete projects and marketing campaigns.

Professional Experience

Summit 7 Systems [🔗](#)

Digital Design Specialist

April 2021 – present

- Coordinate, execute, and produce digital design, video, photography, and animated content
- Develop integrated designs for content across all marketing channels, such as website, social media, and paid media
- Oversee productions for designs as requested and demonstrate knowledge in mediums such as print media and merchandise
- Facilitate technical side of video projects such as explainer/tutorial content, company culture videos, webinars, and hybrid conferences– this includes A/V gear management, planning, production, and post-production
- Contribute to execution of brand elements and creative branding projects
- Meet with stakeholders and gather technical information as needed to ensure high-quality content

Digital Design Intern

February 2021 –
April 2021

- Work closely with the Marketing Operations team to design and produce high-end visual, textual, and animation content for use across online platforms (e.g. website, social media, blogs, etc.)
- Assist with video projects such as explainer/tutorial content and webinars
- Contribute to execution of brand elements and creative branding projects
- Responsible for print/production of signs, environmental graphics, and other company promotional material such as merchandise
- Perform research on competitors and market trends

Design and Marketing Consultant, Good Company Café

May 2020 – Present

Consultant works with the client to determine company brand and marketing strategies to effectively grow clientele and expand digital reach. Data is presented for all marketing activities and the consultant participates in all necessary company meetings to offer insight into customer acquisition and response. Responsibilities include reviewing analytics to monitor customer engagement, overseeing advertising campaigns, and identifying ways to improve SEO and functionality across websites.

Education

Bachelor of Fine Arts– BFA, Graphic Design,
The University of Alabama in Huntsville 

2016 – 2020

Skills

Adobe Creative Suite

Photoshop
Illustrator
InDesign
XD
Premiere Pro
After Effects
DreamWeaver

Coding

HTML and CSS



Microsoft Word/PowerPoint



Languages

Japanese

Limited Proficiency

References

Available Upon Request