

# Micki Francis | Creative Director

Talented graphic design leader with more than 25 years of experience, and a passion for creativity, quality, and results. Highly knowledgeable, and skilled in the field, able to impact visual communications effectively and successfully to meet client goals and missions.

▶ **P** 703.220.5093 | **E** francismicki@yahoo.com | www.mickidesigns.com

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## SKILLS

### Strengths:

- Project, budget, and time management
- Brainstorming concepts
- Color theory, layout, and typography
- Quality control, and print production
- Strong business acumen
- Website design
- Familiar with HTML

### Adobe Creative Suite:

InDesign | Photoshop | Illustrator | Acrobat

### MicroSoft Office:

Outlook | Word | PowerPoint | Excel

### Platforms:

MAC & PC

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## EXPERIENCE

### Virtual, Inc. | Director of Creative Services | 2007–Present

Virtual, Inc. is a full service association management company, offering strategic consulting, marketing, public relations, operations management, and certification to its clients.

- Advance and upgrade quality of all creative concepts, leading to an award-winning and industry-recognized department.
- Improve all design efforts devoted to business development and proposals for the company, resulting in new clients and increased revenue.
- Streamline production process and management systems, improving efficiency.
- Communicate effectively and clearly with leadership and clients to ensure strategic goals of communication materials are met.
- Oversee branding for a wide variety of associations, each with unique messaging tailored for specific events and promotions.
- Manage annual department revenue and projections of one million dollars.
- Prioritize working within budgets without sacrificing quality and deadlines.
- Interview, hire, and coach designers, establishing a culture to foster the development of creative talent.
- Establish and maintain strong relationships with vendors to ensure competitive pricing to reduce costs.
- Design website banners, mobile app graphics, interactive forms, logos, brochures, annual reports, programs, promotional materials, and other collateral for online, websites and print.

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EXPERIENCE

**Ecendant Interactive** | Production Director | 2005–2007

Ecendant Interactive is full service website business that provides design, development, programming, hosting, and maintenance of custom sites along with online marketing for home builders.

- Supervised website designers and programmers during the development of new custom websites.
- Reviewed and provided feedback of development test links for new websites prior to final launch.
- Established, managed, and maintained production schedules.
- Supervised the creation and distribution of custom online marketing materials.
- Established schedules and distribution of custom email campaigns.
- Oversaw the production, and delivery of printed marketing promotions.
- Managed multiple projects in a fast-paced and ever-changing environment.

AWARDS

**Graphic Design USA** | Awards of Excellence:

2019 Association Conference  
Branding Materials

2018 Association Symposium  
Branding Concept  
Magazine Design

2017 Annual Report Design  
Association Conference  
Theme Concept

2016 Annual Report Design  
Association Conference  
Event Materials

**Art Director's Club of Metropolitan Washington** | Award of Excellence:

2000 Promotional Poster Design

EDUCATION

**Virginia Commonwealth University**

Bachelor of Fine Arts

**Magazine Design, Layout & Production**

Certification



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