

# FRANCIS SOLINAP

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[www.behance.net/FrancisSolinaP](http://www.behance.net/FrancisSolinaP)

## CAREER OBJECTIVE

I want to succeed in a stimulating and challenging environment, building the success of the company while I experience advancement opportunities.

## EDUCATION

### BACHELOR OF DESIGN COMPUTING

*University of Sydney - Camperdown*

2012 – 2016

- Educated in fields of interaction design & creative technologies.
- Initiated in projects that required skills in user experience, graphic design, infographics, interaction design & object design.

### GRADUATE CERTIFICATE OF UX AND WEB DESIGN

*Billy Blue Design College - Ultimo*

Present – 2019

- Gaining a greater understanding of the methodology of user-experience design.
- Initiating projects that require the practice of front-end coding languages used for web design.

## RELEVANT EMPLOYMENT

### DESIGN AND PUBLICATIONS COORDINATOR

*Loreto Normanhurst - Normanhurst*

Nov 2016 – Present

- Including the responsibilities from the previous role (see below)
- Development of graphic illustrations:
  - Marketing for events - Invitations, programs, website, social media ads and publication advertisements.
  - Creation of weekly and yearly publications.
  - Promotional banners.
  - Established and maintained branding across all mediums.
- Management and organisation of promotional materials.
- Liaised with outsourced clients for the production of all required design materials.
- Video editing to a basic level.

### MARKETING AND COMMUNICATIONS ASSISTANT

*Loreto Normanhurst - Normanhurst*

July 2016 – Nov 2016

- Development of graphic illustrations:
  - HR Advertisements.
  - Event Invitations.
  - Website Content.
  - Social Media Posts.
- Proactive design creation of materials including promotions, photos and videos for media opportunities.
- Collated, edited and distributed publications on a weekly basis.
- Coordination with other departments for content updates on the website and smart phone application.
- General marketing and communications administration tasks.

### VISUAL DESIGNER & COMMUNITY ASSISTANT

*Smile Labs Parramatta - Parramatta*

Nov 2015 – July 2016

- Creation of a new brand image from established design for the promotional development of the franchise.
- Development of graphic illustrations:
  - Posters, Banners & Flyers.
  - Social Media Posts (Facebook & Instagram).
  - Website Content.
  - Electronic Direct Mail
- Liaised and arranged with production clients for the creation of graphic illustrations.
- Meaningful experience and understanding of social media platform insights (Facebook & Instagram).
- Scheduled and dispatched Electronic Direct Mail to customers via Mailchimp.
- Contributed to the company's marketing strategies via social media research and design input.
- Baseline exposure in video editing.
- Organised and maintained company's databases - customer records, inventory and mailing list.

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## RELEVANT EMPLOYMENT (CONT.)

### DESIGN INTERN

KAPWA Studioworks – Surry Hills

Feb 2014 – May 2014

- Worked autonomously and collectively within team to deliver projects on time.
- Developed and assisted with motion graphic design projects.
- Developed and assisted with 2D & 3D animation works.
- Credited for contribution towards a short animated film produced and developed by KAPWA Studioworks:
  - **Love in the time of March Madness**
    - *This film was Shortlisted for an Oscar Nomination for 'Best Short Animated Film.'*
    - *In addition, this film has received numerous global accolades.*
- Performed administration tasks and organisation of team meetings.

## SKILLS

- Design Thinking & Creativity.
- Knowledgeable of Front-End Coding Languages (HTML/CSS).
- Natural Leader.
- Organisation & Time Management.
- Strong Interpersonal & Communication Skills.
- Strong Analytical Skills.
- Team Player.
- Fast Learner.
- Challenge myself to continue to expand skills.

## SOFTWARE COMPETENCIES

- Adobe Creative Suite:
  - Illustrator
  - Photoshop
  - InDesign
- User-Interface (UI) Coding Software:
  - Dreamweaver
- Web & App Prototyping Software:
  - Axure RP 8
- Video Editing Software:
  - Premiere Pro
- Social Media Platforms:
  - Facebook
  - Instagram

## REFERENCES

### Alan Jaucian | Managing Director, Smile Labs Parramatta

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### Robertino Zambrano | Founder & Owner, KAPWA Studioworks

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