

The Amazing Resumé

Agencies / Companies I Have Worked at: Paton Tupper Associates, Stable Graphics, Young and Rubicam (Wunderman's), Concept Marketing, BSB Bates Worldwide, Planet Art, Siyabona Africa

Agencies I Free-lanced for: McCann-Erikson, DDB Needham, J Walter Thompson, Ogilvy's et al.

Foods: Tongaat-Hulett's SA. Wimpy Foods, Bakers, Bromor Foods, Pizza Hut, Woolworths, Pioneer Foods, Tiger Brands, Cadbury-Schweppes, I & J Foods, Sea Harvest, Kalahari Boma Restaurant

Travel: Siyabona Africa, Kruger Park Safari Co., Desert and Delta Safaris – Botswana, Whichway Overland Co.

Alcohol: S.A. Breweries, Douglas Green, Stellenbosch Farmers Wineries, KWV Distillers, Distell, Bastille et al.

Chemicals: ICI Chemical, Pioneer Fertilizers, Tongaat Aluminium, O3 Chemicals

Apparel: Michel Laurenz Fashion, Ronald Sasoon, Shaun Tomson Surf-wear, Lightning Bolt Surf-wear, Pizzazz Boutique, Ariane Flint, Yellow Cab, Jordan Shoe Co.

Personal Care: Yardley Cosmetics, Unilever, Elida-Ponds

Corporate: Southern Life Insurance, ABSA Bank, Honda Motor Cycle Co., The Argus News Group, Pick 'n Pay - Corporate, I & J Foods, Sea Harvest, Protea Hotel Group, Jaguar/Land Rover Group. SA, Sandton Square, Heinz Kasper - Germany, Vexvelt Telemedia – Brasil.

Core Graphic Design Focus

Over the past 45 years, I have focused primarily on Below-The-Line accounts, and all my Design work has been devoted to:

- Conceptual Design
- Product Packaging
- Logo and Corporate Identity
- Restaurant Menus, Leisure Brochures & Corporate Reports, and Fashion Label Design
- Shop and Office Interior Concept Design
- Print Media & Point-of-Sale
- Web Site Design + other digital assets such as e-mailers, media headers etc.
- PowerPoint Presentations for Corporate B2B, Internal and Marketing purposes. Concept & Design

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Other Things I Do

Product Design and Styling / Container design including: Cardboard food containers, Glass cosmetics bottles, Extruded plastic liquids containers, Soap tablets, Sun-glass cases, Audio-cassette transporters. . .

Exhibition Design / Corporate exhibition stand design, exhibition set design and assembly, Product launch venue design, styling and dressing. Set design.

Photographic Direction and Styling Video Direction / Art & Script direction, Camera and Sound direction. Video editing and Edit direction.

In short, have worked as a:

- Freelance Designer and Artist
- Art Director
- Creative Director
- Conceptual Design Consultant
- Exhibition Designer, Construction and Logistics Manager
- Design Production Assistant
- Design Production Manager
- Design Project Manager
- Location Scout & Location Unit Manager

Recent Contracts

- A 10-year contract engaged in New Business Development for Siyabona Africa – one of Africa’s largest internet based Travel Destination Marketing companies.
- During this time, I fulfilled the roles of Production Manager, Creative Director (BTL), and Special Projects Co-Ordinator, after having previously been instrumental in helping the start-up of the business in 2000.

The position required that I be responsible for:

- Creative direction – for print, digital and web
- Web Content production management
- Web Development project management
- Editorial Content quality assessment on the Siyabona Travel Network
- On-line B2C Marketing activities. Development and implementation
- Corporate B2B marketing and communications
- Corporate ID maintenance and implementation

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My Responsibilities

... involved the formulation of the various product line marketing strategies, including development and implementation of media directed at the travel trade: both local all-Africa service providers and international buyers for the South African based leisure travel market.

- **Corporate Brand Promotion**
- **Strategic Concepts for On-line Marketing**

As Design Coordinator my tasks encompassed:

- **all corporate design application** for communication collateral, Corporate ID development for the Company, as well as for our affiliated partners and selected service providers.
- **over-all application of web-marketing** driven design criteria to all publication material
- **editorial content quality assessment**
- **brochure and media Ad design**, through to final repro and print

As Production Manager: [read also Studio Manager, Traffic Manager, General Dog's Body], I took responsibility for the application of design and editorial content needed for the web and on-line marketing / promotion activities

As Project Manager: I was involved in both Business and Marketing Development.

Responsibilities:

Web-Site Production, Content and Editorial Management

Website Design – taking responsibility for the look and feel of the various domains

Strategic Concepts for On-line Marketing to improve site traffic & SEO techniques.

Corporate Communications: Strategy and briefs & Budget Development.

Previous Contracts – Part Two

I was given another 3-year contract with the task of performing all these same functions for the newly-launched subsidiary company **Southafrica.co.za**

As Project Leader my main tasks were:

- Initiating Product Marketing Strategy
- Manufacturer and Product Assessment
- Aggregation of product information for the production of Online Content.
- Project Team performance and production levels
- Critical Path Oversight: Production scheduling, Performance and Production standards

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Capability

Program Skills

- PhotoShop Suite (In Design, Illustrator etc) and Adobe Premiere
- Freehand (For Typography Only)
- MS PowerPoint, Project Manager, Excel, Word, Visio, Outlook, plus others.

While am reasonably conversant with DreamWeaver, and HTML and some PHP and JQuery, I believe that as a Conceptualist and Creative/Art Director, or Production manager – I am better suited to **directing the skills of those that are better at it**, than I am. While I look after the deliverable results.

Other Skill Sets

- Budget setting and control
- Familiarity with general accounting practices
- Project time management (of Teams)
- Production Pre-planning, tracking and progress reporting
- Corporate Client Liaison
- Production Supplier relationship maintenance

The Immediate Past

2008 – 2021 Design and Conceptual Consultant

I have been engaged in conceptual and design work for a variety of organizations.

Most of my work has been aligned with sustainable energy, ecological design and consumer research projects.

2000 - 2021 Siyabona Africa Travel & Southafrica.co.za

Contracted Creative Director and Production Manager for one of the largest internet based travel companies in Africa.

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The Long-Term Trajectory of Career Advancement

(Note: During the following Career Path, I was also Moon-Lighting for the likes of Ogilvy Mather, J Walter Thompson, DDB Needham, McCann-Erikson and others I refer to as Fumble, Mumble Bumble & Snake.)

1995 – 2000 FreeLance Consultant

- Ran various promotional, public relations and marketing exercise projects
- Worked as a Location Scout and Location Manager for various TV production companies

1991 – 1994.5 BSB Bates – WorldWide / Design

Design and Marketing Conceptualizer / assisted in the start-up of their a new Below-the-Line division
I left Bates of my own accord to pursue other interests, when they were bought by DDB Needham New York.

1989 – 1991 Concept Marketing Cape

Art Director and Conceptual designer – along with the rest of the Y & R Cato-Johnson Team.

1986 – 1989 Young & Rubicam Cape

Art Director and chief designer for their below-the-line Cato-Johnson Division

1985 – 1986 Paton Tupper Durban

Again. Round 2.

1984 – 1985 Stable Graphics Durban

Assistant Creative Director and Studio Manager - in conjunction with the Creative Director and print buyer.
Traffic controlling the job briefs of the Account execs.

1982 – 1984 Paton Tupper Durban

Airbrush illustration and product design for the biggest and best design house in the southern hemisphere.
Including product styling & packaging, corporate ID design, audio-visual design/production/staging. Exhibition design and construction.

1981 – 1982 Scotford Mills Durban

Design Co-ordinator, and Studio Manager for their textile design department. Developing the seasonal “look” for their two international brands – Lightning Bolt surfing wear and Munsingwear golfers apparel.

1979 – 1981 FreeLance Operator

FreeLance graphic design consultancy in Durban.

Corporate design, shop front/interior design, Project and assistant project management, up-market fashion labels and restaurant image/menu design.

I had my own textile printing factory which was bought out by Scotford Mills [Natal].

See my detailed responsibilities: <http://studiofrancodesign.co.uk/studio-franco-responsibilities.html>

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Personal Background Info

Education History

Diploma M. Des. London Royal College of Art 1975 > 78 – Graphic Design. Industrial Design

Matriculated: GCE - 1970. Prince Edward School Harare. (Formerly Salisbury).

So long ago... it can hardly matter at this stage of my career. For those who don't know - British General Certificate of Education. Back in the day when there was still Education to be had.

'A' Aggregate: Art, Mathematics, English, Geography

1's for Physics, Chemistry, History

After High School: 1970 – 1971

Rhodesia Government – Department of Treasury – Establishments Dept. Employee Payroll Division.

Military Service: 1972 – 74

Rhodesian Army. Reached rank of Army Flight Lieutenant. 3 Air Supply Corps – aka "AirMobil 3".

On a Business Level - Reporting

Based on my experience, as Creative Director / Art Director / Production Manager. I reported directly to the company CEO. The person who pays my salary.

As a freelancer, I report only to the Creative or Art Director. The person who contracts me.

I do not report to, or through: Assistants, Co-Creatives, Secretaries, Receptionists or any other go-betweens. Given that they will have no idea of what I am actually discussing with them. Nor do they pay me.

On a Personal Level

I have a very high energy level and direct my skills of people motivation, to management discipline and delivery on realistic deadlines.

In every organisation I have worked for, I have brought a positive, enthusiastic and highly energized creative influence to the process.

My off-beat sense of humour is of great help in dealing with people. Especially in the often ego-fragile and over-pressurised environment of the creative/ad-industry.

In return I demand a high degree of integrity from Management, a clear brief and path of intent, and a straight forward, non-egotistic, situation-resilient management team, to fulfil my pursuit of perfection and profit.

Punctuality

I always am.

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