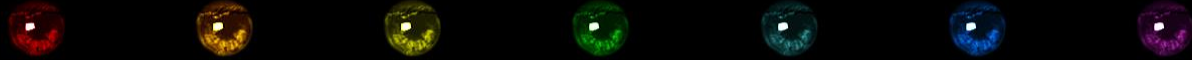


If you have downloaded this file to your  
local machine:  
Best Viewed in Full-Screen Mode – Ctrl+L



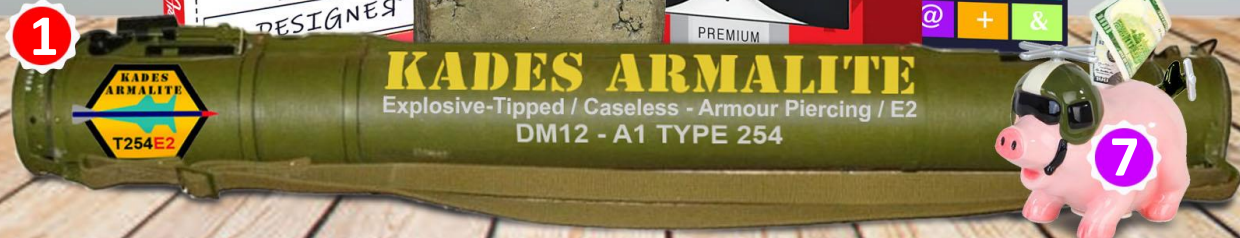
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You are Viewing Resumé Version:

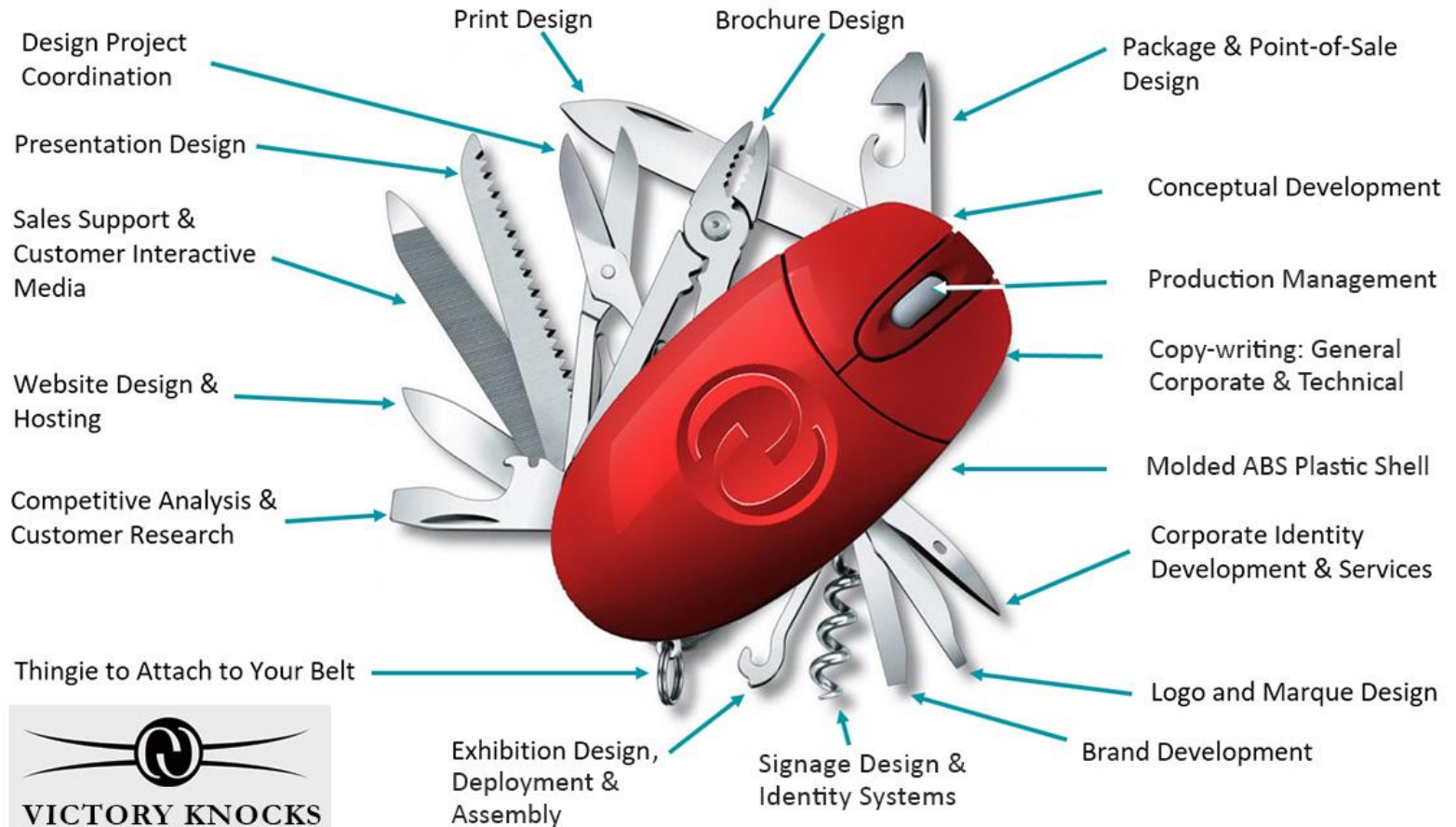
- 1** Proper Creative Resumé
- 2** Professional - Show / Tell
- 3** Package Design
- 4** Production Manager
- 5** Scenic Route with Images
- 6** For Bullet Point Enthusiasts
- 7** Send Money. Will Work.



- 1** Leaves out nothing. Visit website for Visuals
- 2** Visual presentation Visit website for More Details
- 3** Stuff in a Container. Brief .To The Point Visit website for more Details
- 4** Got Clock & Tracking Log. Drive Minions. Website for more Details
- 5** Short ' n Sweet – E-mail-Shot. Invitation to Visit website for more
- 6** "Just the facts, ma'am". Head-Liners Call me for 30-Min presentation
- 7** Saw Website? Send brief. Pay Retainer. Receive job. Send Balance.



# Amble: Everything You Need – In One Place



## Walk: The Long-Term Trajectory of Career Advancement. Agencies & Company's

Worked



Agencies

Free-lanced

McCANN-ERICKSON



wunderman

Ogilvy & Mather

Contracted



Companies





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## Major Brands That I Have Worked With

Each of these Brands represents a range of products.

I have worked on most Products.

Unilever represents 27 product lines . . . for example. Tiger Brands - 21 and Pioneer - 11 . . . that I have worked on.





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## Short Version

Been Here –  
Done These . . .





# Package Design for Any Thing





Run: Any Packaging Design Is Possible

carton box can packet tube canister paperboard corrugated plastic rigid  
boxes chipboard packaging poly bags foil sealed bags glass aluminum  
steel laminates glass tinfoil PVC Tyvek Perspex Correx leather hot  
foil flexo screen litho gravure laser printed laser cut -

From “Cheap ‘n Cheerful” to “You’d Better Have Money”



## Sprint: Core Graphic Design Focus

With 45 years' experience in Below-The-Line accounts, engaged in:

- Conceptual Design
- Product Packaging
- Logo and Corporate Identity
- Restaurant Menus, Leisure Brochures & Corporate Reports,  
and Fashion Label & Signage Design
- Print Media & Point-of-Sale
- Shop and Office Interior Concept Design
- Web Site Design
- PowerPoint Presentations for Corporate B2B, Internal and Marketing  
purposes, Training Modules –  
**Inclusive of:** Concept, Design and Final Presentation





## Flight: Corporate PowerPoint Presentations

no  
more  
boring

### **From bite-size to detailed:**

**B2B** - Succinct Marketing / Sales Presentations

**B2C** - Short, Compelling & Persuasive for trade show “auto-cycling” remote screen viewing

**In-House** - Sales / Support communications

**How-To Step-by-Step** - for conversion to video

**Product Brochures** for trade shows, property sales presenters, product tutorials . . .

**Educational** Lecture and Teaching Materials

**What Ever Else You Can Think Of!**

## Bonus: Experience in Project Management & Production Control

As Production Manager at Siyabona Africa, [read also Studio Manager, Traffic Manager, Nurse Maid, Chief Cook & Bottle Washer and General Dog's Body] –

- Engaging with Product Marketing Strategy
- Product assessment, evaluation and passing or failing as required
- Engage and motivate the Project Teams performance and production level maintenance
- Critical Path: production tracking & maintenance scheduling,
- Work flow assessment and task assignment
- Contingency planning and keeping the Devil at bay
- Mind-reading (No kidding) & deciphering executive requests
- Maintaining digital asset library
- Writing relevant internal communication reports, documentation, post-mortems or red-flags on of all the above

See my detailed responsibilities: <https://studiofrancodesign.co.uk/services-project-management.html>

### Production Director

- 25 years experience

### Design Production Manager

- 30 years experience

### Production Manager Functions: Web Related

- 20 years experience







## Project Management & Production Control >> Contd.

As Project Manager I was involved in both Business and Marketing Development. My responsibilities aspects were:

- **Web-Site Production** - Content and Editorial Management - driving a team of travel writers, and imaging artists
- **Website Design** - taking responsibility for the look and feel of the various domains
- **Operational Evolution** of the custom built content management interface: identifying ways to streamline production by implementing alternative operational methods, in close consultation with the programmers and support team.  
ie: improving usability
- **Strategic Concepts for On-line Marketing** - conceptualizing and planning various "value-added" packages to increase traffic to the sites; assist in implementation of search engine optimization techniques
- **Corporate Communications B2B and B2C** - involving development of Communications Strategy and briefs. Development of Communications budgets. Management of client/supplier relationship data.  
Appreciation for agency contracts and remuneration agreements.

F R A N C Ø

# COMMERCIAL BREAK



Reach Out – And Touch Someone.  
I Did.



## Free with This Package: The Amazing Resumé – Short Version

**Corporate:** COSPAC (Consumer Space Access LLC), Equinox Equity UK, Jaguar/Land Rover Group, ABSA Bank, Argus News Group, Honda Motor Cycle Co., Yamaha S.A., Kawasaki, Southern Life Insurance, Siyabona Africa, Pick 'n Pay - Corporate, Sea Harvest, I & J Corporate, Sandton Square, Protea Hotel Group, Heinz Kasper - Germany, Vexvelt Telemedia - Brasil.

**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

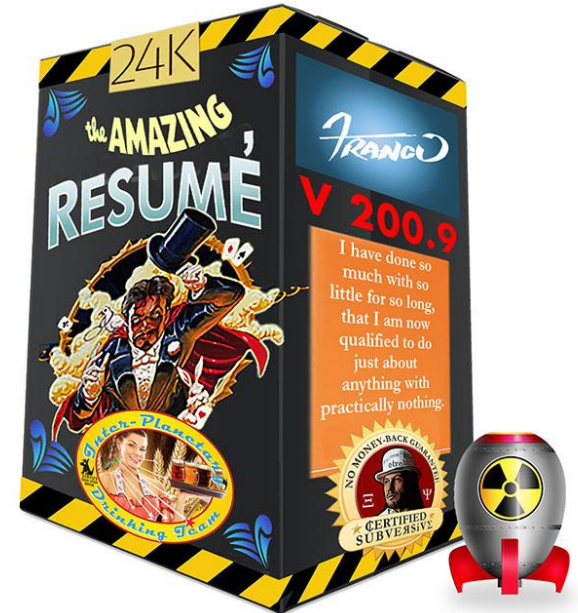
**Travel:** Siyabona Africa, Kruger Park Safari Co, Desert and Delta Safaris – Botswana, Whichway Overland Co.

**Alcohol:** S.A. Breweries, Douglas Green, Stellenbosch Farmers Wineries, KWV Distillers, Distell, Bastille et al. – and a whole slew of small independents

**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, Reeva Forman, Unilever, Elida-Ponds







## The Immediate Past

### **2008 - Until Twenty Minutes Ago - Art Direction, 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 – CONTACT Number available on request.**

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

## Time Travel Reduced to 1880 Words

### **1995 – 2000 FreeLance Consultant - Cape Town**

- Free-lanced various promotional, PR and marketing/event projects
- Worked as a Location Scout & Location Manager for various TV production companies

### **1991 – 1994.5 BSB Bates – WorldWide - Cape Town**

Design and Marketing Conceptualizer / assisted in the start-up of their a new Below-the-Line division

Left of my own accord to pursue other interests, when they were bought by DDB Needham New York.



## The Mists of History: Pre-Biblical

### 1989 – 1991 Concept Marketing - Cape Town

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

### 1986 – 1989 Young & Rubicam - Cape Town

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

### 1985 – 1986 Paton Tupper - Durban

Again. Round 2.

### 1984 – 1985 Stable Graphics - Durban

Art Director & 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 design, Corporate ID design, Audio-visual design/production & staging.  
Trade Exhibition design and construction.

#### Observation:


Movement between Agencies?

#### Reason:

- 1 - Being Head-hunted (Nice)
- 2 – Higher Salary Offer (Better)

#### Mind-Altering Realization:

*You will not get paid what you are worth unless, or until, you go somewhere else.*



Including  
Free-Lancing  
during all of this.  
Mercenary!



## Creation of The Universe

### **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 – Durban**

#### **Started out:**

- Commissioned art for private individuals.
- Custom air-brush motorcycle decoration. (Won the Johannesburg Concourse 3 years in a row).

Suddenly - My Very Own graphic design consultancy.

- Corporate design. Shop front/interior design. Fleet marking. Custom air-brush shop signage. With a staff of 5.
- Commissioned commercial illustration for Ad Agencies.
- Fashion labels. Restaurant menu design.

I eventually had my own textile printing factory which was bought out by Scotford Mills [Natal], for whom I went to work . . .  
As chief designer.

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





## Work Ethic: What You Can Expect

### **On a Business Level - Reporting**

Based on my experience, as Creative Director / Art Director / Production Manager. I report 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.

## Pre-Amble: Preliminary Background Info – As If It Still Matters

### Education History

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

**Diploma Marketing Management:** Institute of Marketing Management  
South Africa 1987 > 90 (Correspondence)

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

So long ago... it hardly matters at this stage of my career. F.Y.I. –  
British General Certificate of Education. 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 – Ministry of Information  
Audio-Visual Production Dept. **Graphic Designer / Production Asst.**

### Military Service: 1972 – 74

Rhodesian Army. C.O.S.D. 3 Air Supply Corps – 3 AirMobil  
Army Flight Lieutenant.





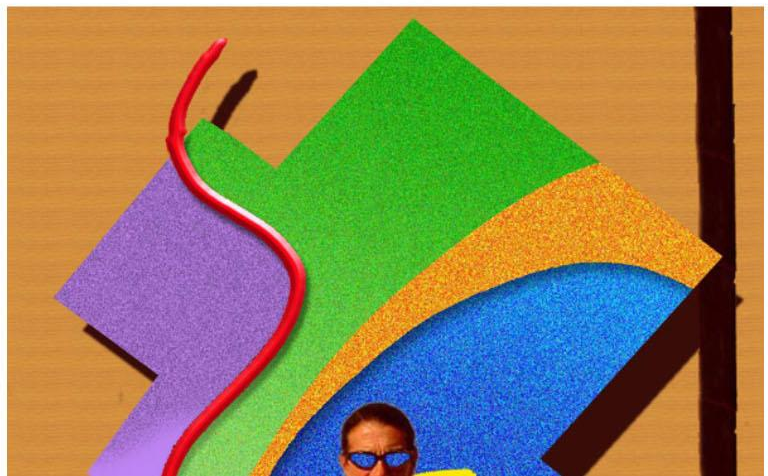
- Logo & Typography
- Packaging Design
- Printed Media Design
- Corporate ID
- Corporate Communication
- Promotional Design
- Conceptual Development
- Website Design

## Freelance Graphic Design & Marketing. Eastbourne and Cape Town

As practitioners of the Visual Arts, we offer a comprehensive graphic design service for both individuals alike.

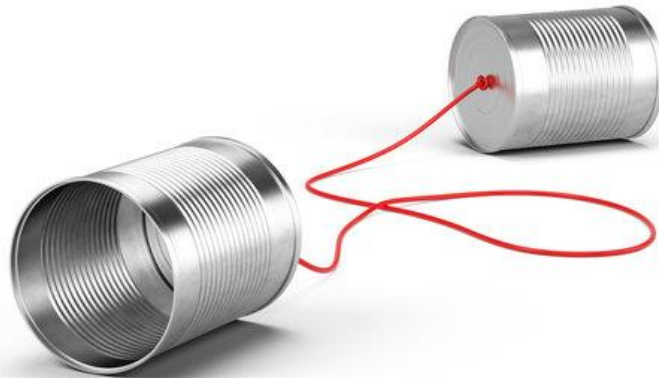
Studio Franco Design, Cape Town, South Africa, provides graphic design services for package and point-of-sale design, logo and corporate identity, brochures and shareholder reports, website design and hosting, image restoration, retouching and boosting, conceptual graphic design solutions, design project tracking, Copy Writing and Brand management services.

The graphic content of this site represents a design portfolio of work done for both advertising and Below-the-Line design agencies, as well as commissions by private individuals.





“Better Call Franco . . .”





FRANCO CONCEPT MARKETING

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mobile +44 799 011 3314  
morenofranco.design@gmail.com



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