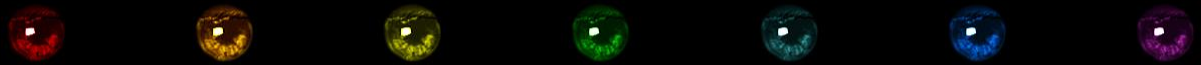


Best Viewed in Full-Screen Mode – Ctrl+L

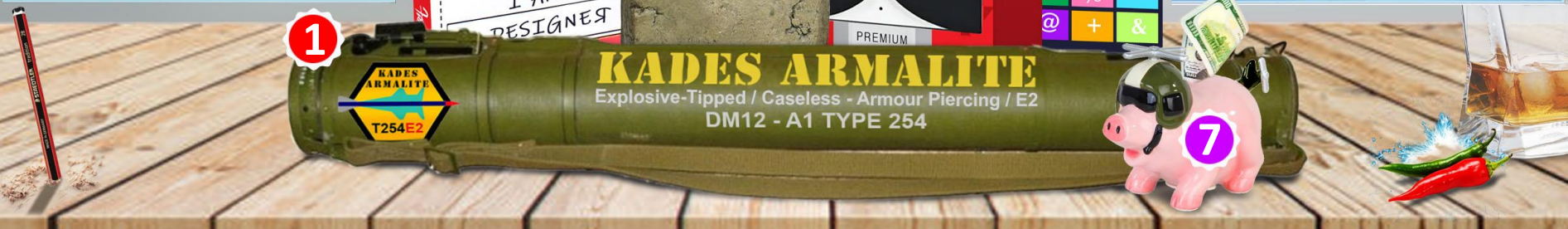


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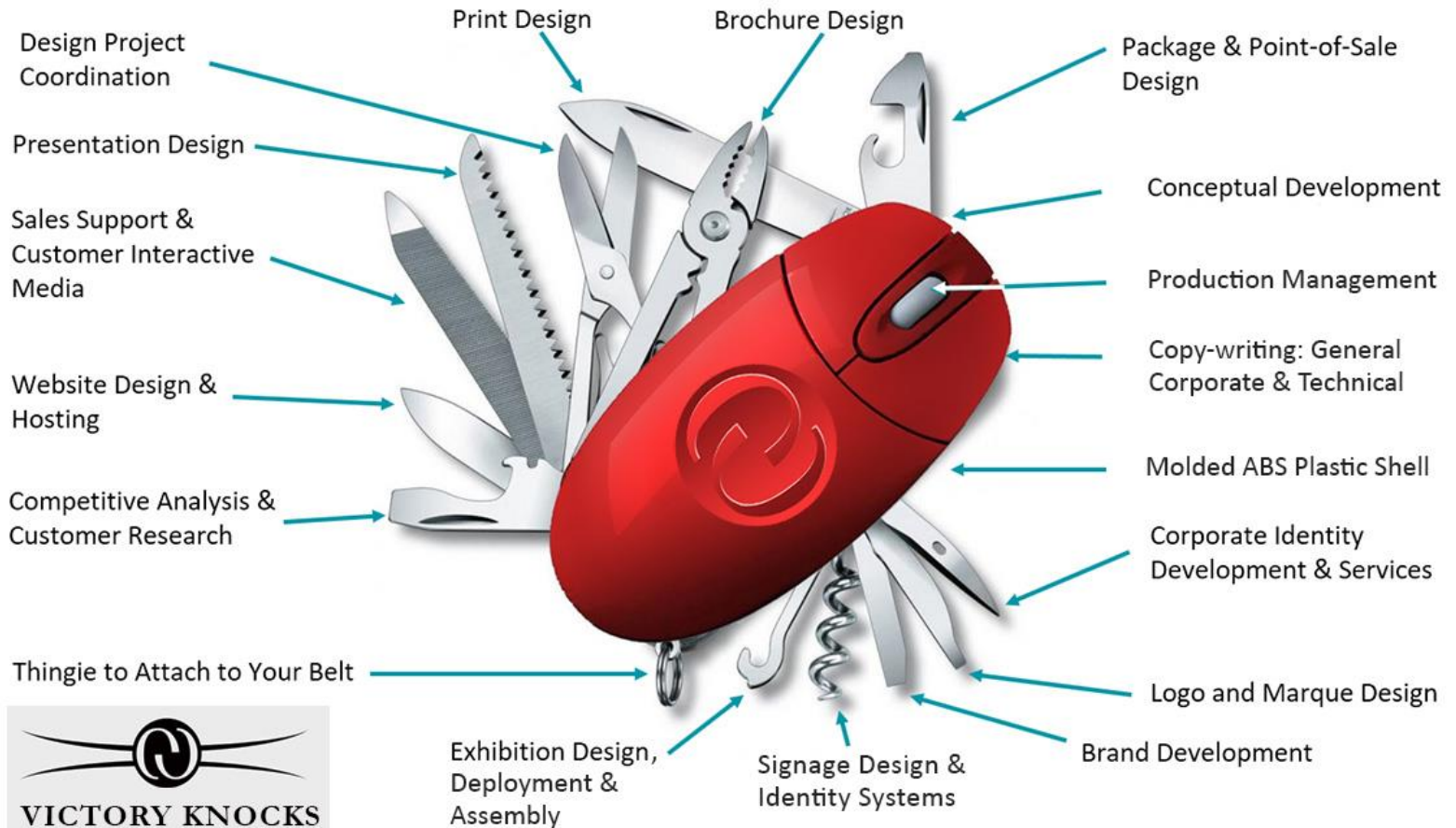
You are Viewing Resumé Version:

- 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. See Website.
- 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.



Pre-Amble: Everything You Need – In One Place



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

Worked



Agencies

Free-lanced



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 . . .



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] -

I took responsibility for the application of design and editorial content for web production and on-line marketing / promotion activities, to satisfy our strategic marketing objectives in Travel Destination Marketing.

- Initiating 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



Experience in Project Management & Production Control Contd.

Production Director

Direct production programs within agency or company

- Manage staff and systems of production department
- **Oversee information and cost management**
- **Develop, maintain and enable standards processes & policies consistent with Company interests**
- Advanced, broad-scope technical and industry knowledge
- Communications and managerial skills
- **25 years experience**

Design Production Manager

Manage production of a variety of projects in both design and web production studios

- **Duties include project planning, workflow management, vendor negotiations, print buying, cost control, quality control, logistical coordination and print media checks**
- Interact with traffic coordinator and print buyer
- Have expertise in both analogue and digital technologies
- Have solid knowledge of four-color printing process
- Did my 3 year apprenticeship in the Gravure Print industry - NTC-3
- Pre-flight, collect files and archive materials
- Familiar with design & and project management software applications
- **30 years experience**

1. Time management

2. Communication

3. Adaptability

4. Problem-solving

5. Teamwork

6. Creativity

7. Leadership

8. Interpersonal skills

9. Work ethic

10. Attention to detail

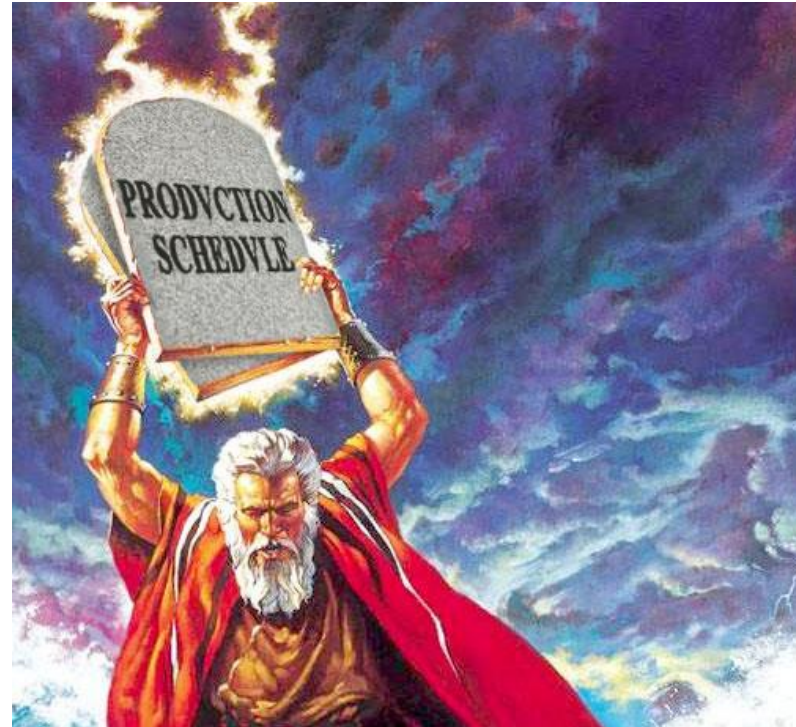


Experience in Project Management & Production Control Contd.

Production Manager Functions: Web Related

I have worked as Project Leader overseeing a Web Production Team, and in association with the Technical Team, to develop and test the appearance and load time of images on many monitors, operating systems, and browser types:

- Based on test results, reduce image sizes and the number of images to meet pre-set maximum load times
- Produced and directed the maintenance of an annotated data-base catalog of images
- As the Project Lead - obtain signed approval for the layout and images
- Maintain an all image file "masters" These even include every separate layer of images created in Photoshop and FreeHand. Crucial when the file is re-opened later on to make changes
- Maintain a library of all Web-ready images currently used on the site
- Maintain a reference library of all Hi-res images required for repro purposes
- Maintain a "rapid deployment" method to update or add new images
- Design and collect images for future use, in anticipation of new offerings, subjects, and sections
- Ensured that all images are owned by the Company, thus avoiding future copyright problems
- **20 years experience**





Experience in 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.

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

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, Protea Hotel Group, I & J Corporate, Sandton Square, 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

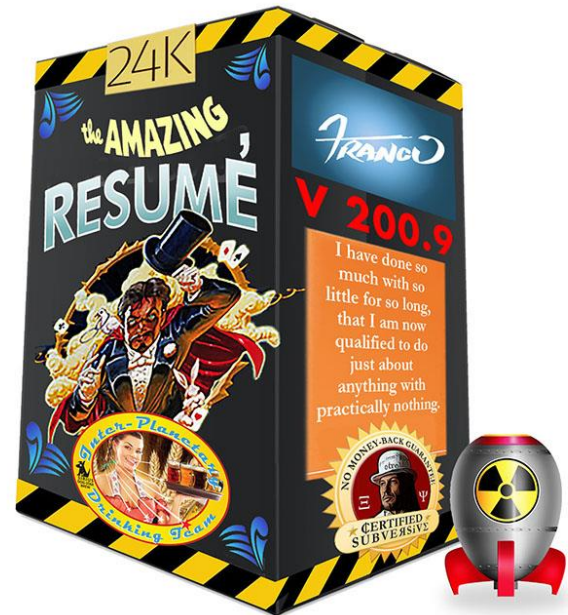
Travel: Siyabona Africa, Kruger Park Safari Co, Desert and Delta Safaris – Botswana, Whichway Overland Co.

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



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





The Immediate Past

2008 - 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.

Preliminary Background Info

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.



ROLL END CREDITS



Reach Out – And Touch Someone.
I Did.

Suggested Reading



- Design
- Imaging
- Concept Development
- Project Management
- Document Writing
- Trend Research
- Topical Research

Freelance Graphic Design & Marketing and Cape Town

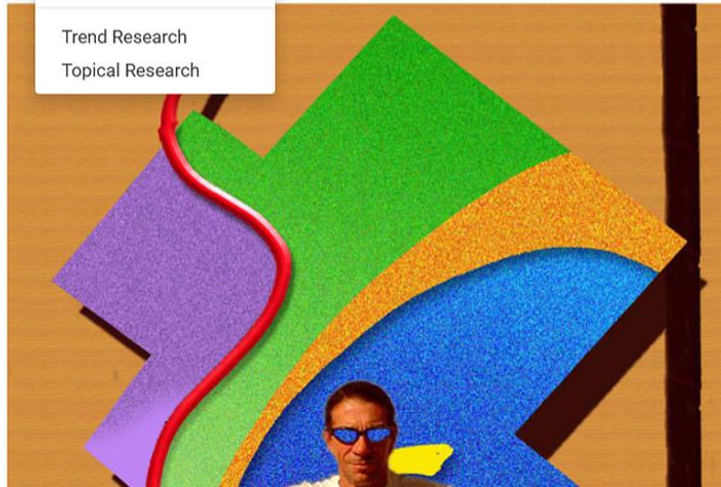


As practitioners of the Visual Arts and Communication, we offer a comprehensive graphic design service to both businesses and private individuals alike.

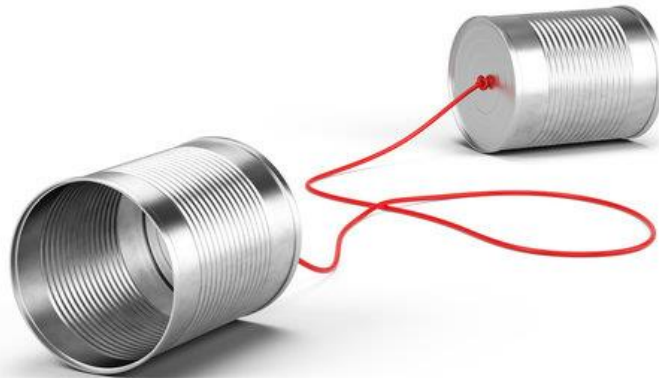
Studio Franco Design, Cape Town, provides a full range of freelance graphic design services for package and point-of-sale design, logo and corporate identity, brochures and shareholder reports, website design and hosting, image restoration, retouching and boosting, conceptual graphic design solutions, 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.

This whole wad of copy is what we have to do so that the Google Bots have something to register "in context" of this page



“Better Call Franco . . .”





FRANCO CONCEPT MARKETING

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