Best Viewed in Full-Screen Mode – Ctrl+L



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Intro

Extensive Professional Experience

Offering

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F R A N C Ø

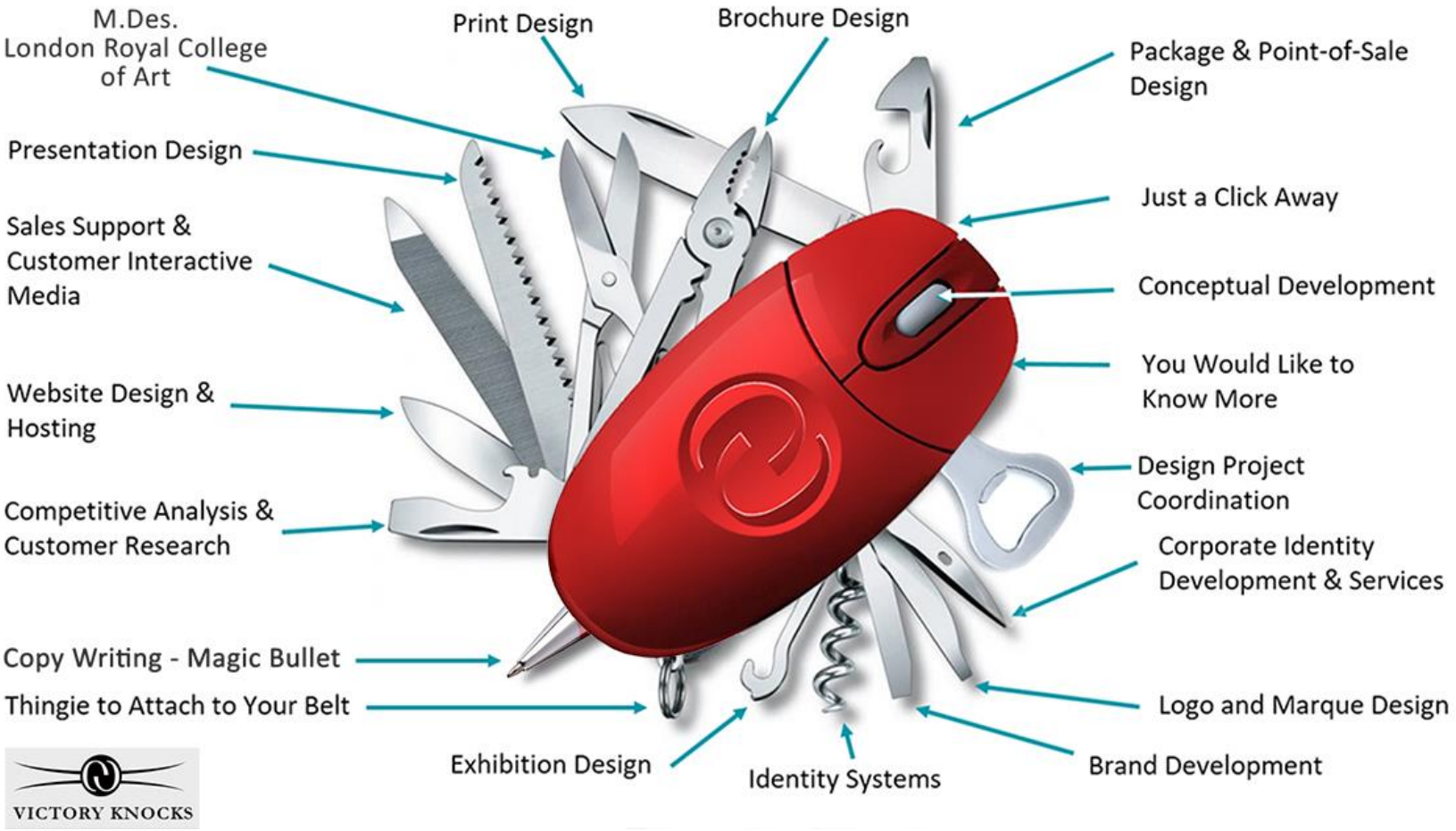
You are Viewing Resumé Version:

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



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

Worked

Free-lanced

Contracted

PATON TUPPER & ASSOCIATES

STABLE GRAPHICS

Y&R Young & Rubicam Group

CONCEPT MARKETING

BSB Backer Spielvogel & Bates WorldWide

Doyle Dane Bernbach

McCANN-ERICKSON

J Walter Thompson

wunderman

Ogilvy & Mather

Agencies

SCOTFORDMILL

THEPLANETART

VIRTUAL TURTLE

SIYABONA AFRICA

SOUTHAFRICA.CO.ZA

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 –
Brands I worked on . . .



Package Design for Any Thing



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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 tinplate 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”

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Brochure Design



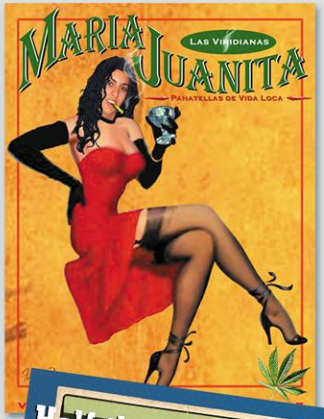
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Poster Design







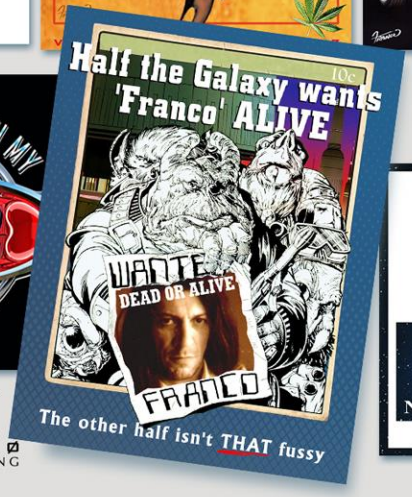


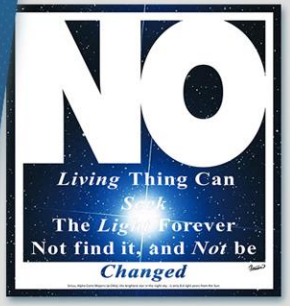












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Typography Design



























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From Command of The Language - to Gift of The Gab

"When a Picture is worth a thou axolotl potrzbie nov schmoz kapop?"

That is when you need a GOOD Copy Writer.

art of WORDS



Read some of my written work – for proof of skill.
https://studiofrancodesign.co.uk/services-document-writing.html

Sprint: Core Graphic Design Focus

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

- Product Packaging
- Logo and Corporate Identity
- Restaurant Menus, Leisure Brochures & Corporate Reports,

  and Fashion Label & Signage Design
- Print Media & Point-of-Sale
- Conceptual Design
- 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**



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.

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-Huletts 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



From the Immediate Past to The Mists of History: Pre-Biblical

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.

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 Backer Spielvogel 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.

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 Associates - 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 Associates - 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.

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
- Commissioned art for private individuals. Custom air-brush motorcycle decoration.
- Corporate design. Shop front/interior design. Fleet marking. Custom air-brush shop signage. Commissioned commercial illustration for Ad Agencies.
- Fashion labels. Restaurant menu design.

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. (I mention this for those people who imagine life is about them)
Especially in the often ego-fragile and over-pressurised environment of the creative/ad-industry.

In return I expect a high degree of integrity from Management, a clear brief and path of intent, and a straight-forward,
non-egotistic, situation-resilient management team.

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

Education History

Diploma M. Des. London Royal College of Art 1976 to 79
Graphic Design. Industrial Design

Diploma Marketing Management: Institute of Marketing Management
South Africa 1987 to 89 (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**.**



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Suggested Reading

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HOME | Design | 2 | Manipulation | Buy Fine Art Prints | Services | About | Marginal Thinking

Vexvelt | s Second Language

- Logo & Typography
- Packaging Design
- Printed Media Design
- Infographics Design

- Corporate ID
- Corporate Communication
- Business-to-Business B-2-B
- Business-to-Consumer B-2-C
- Direct-to-Consumer Video

- Promotional Design
- Conceptual Develoment

- Website Design

Studio Franco - Freelance Graphic Design. Cape Town

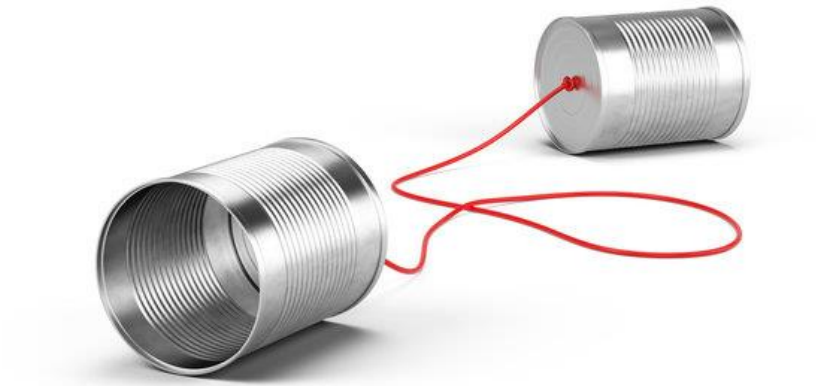


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“Better Call Franco . . .”




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