

Francesco Guerrieri

San Francisco Bay Area • hello@fg-design.co • (909) 781-8970 • fg-design.co

Work Experience

Golden State Warriors

Graphic Designer

July 2021–Present

- Lead cross functional team of designers, data managers, and account managers on design and distribution of quarterly Corporate Partnerships Newsletter
- Design look and feel of go-to-market materials, such as presentation decks, mockups, and one-sheeters, for new business and partnership development teams
- Manage junior designers to ensure completion departmental requests while creating space to focus on their development in print and digital design

Sam's Club

Production Artist

December 2020–March 2021

- Completed emails, direct mailers, and illustrations in support of Winter spending season
- Designed web pages and web banners for web and mobile platforms using UX/UI best practices

Apple

Graphic Production Artist

July 2020–September 2020

- Produced web deliverables, including marketing pages for Apple.com and landing pages for Amazon.com/apple
- Reviewed final comps for flawless layout of images, text, and links before export to international teams
- Organized large number of files for easy access by cross functional teams across Hogarth and Apple

YMCA of the East Bay

Graphic Design Associate

October 2018–March 2020

- Designed 10 association-wide membership campaigns that increased membership 6.95% on average per month
- Coordinated with 4 vendors during prepress and production of posters, shirts, manuals, hats, and general swag
- Balanced requests from 5 branches, Marketing VP, 2 camp sites, and numerous Early Childhood Impact sites

University of California

Content Associate

September 2018–October 2019

- Built presentation deck templates to market events and professional development courses
- Designed poster, presentation decks, and web banners for monthly and quarterly Chancellor events

Education

Northwestern University

Graduated: June 2017

Bachelor of Arts: Economics

Minor: Asian Languages & Cultures, Chinese

Laney College

Graduated: May 2022

Associate of Arts: Graphic Arts

Certificate: Graphics in Motion

UC Berkeley Extension

Graduated: February 2022

Certificate: User Experience & Interface

Software Skills

Graphic Design

Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Motion Graphics

Adobe After Effects, Adobe Premiere Pro, Clip Studio Paint

UX/UI

Figma, Sketch, Adobe XD

Web Design

HTML, CSS, JavaScript

Presentation Decks

Microsoft PowerPoint, Keynote, Google Slides