

Terri Francik

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Professional Summary

I am an experienced graphic artist who excels in both digital and traditional media. I am at home in the Adobe Creative Cloud Suite and like to keep my product knowledge on the cutting edge. I am also an avid problem solver who enjoys working as part of a collaborative team.

Skills

Technical:

- Expert-level Adobe CC Photoshop/Illustrator User - 15+ years of daily experience
- Skilled with InDesign, ProCreate, Canva, PowerPoint, Quark Xpress, Corel Draw, Adobe Acrobat, After Effects, and the Microsoft Office Suite (including Word and Excel)
- Experienced in: prepress processes, layout and template design, copywriting, and color theory
- Talented illustrator - digital and traditional

Professional:

- Problem Solving
- Attention to detail
- Time Management
- Collaboration
- Work Ethic

Work History

RecogNation Graphic Designer - RecogNation/Baudville Brands

2020 - Current

- Led RecogNation's 2023 rebranding initiative. This bold new theme resulted in our most successful ad campaign to date and led to a 30% increase in new client opportunities for the first half of 2023.
- Revolutionized the RecogNation onboarding process by designing fillable forms (utilizing JavaScript). These forms removed a bottleneck in our process, resulting in a reduced workload for our client management team.
- Rebranded RecogNation's service award packets, granting our clients full flexibility in their choice of branded materials.
- Automated and beautified RecogNation's customer proofs by creating new templates and custom Photoshop actions.
- Received Baudville Brand's 2023 Luminary Award, a yearly award designed to recognize the most consistently bright and high achieving employees in the organization.

Production Artist - Baudville Brands

2016 - 2020

- Achieved and maintained the highest accuracy rate within the department each year for my entire tenure.
- Improved processes for cleaning up/vectorizing client files resulting in a higher quality standard for finished art.
- Built and fostered positive relationships with our partner teams in customer service and printing/engraving.
- Trained new hires on best practices, advanced Adobe Suite techniques, and proper prepress methods.

Premedia Graphic Designer - SmartHealth, Inc.

2004 - 2015

- Illustrated cartoon portraits of clients (dentists/doctors & team) for use in direct mail marketing campaigns.
- Designed custom logos, branding, and marketing campaigns for new clients.
- Received the 2007 Outstanding Partnership award for fostering good relationships between departments.

Education

Bachelor of Arts in Media Art and Design - The Art Institute of Phoenix
Awarded 'Best Portfolio' of my graduating class

References available upon request