



MARA FRANCO

SENIOR CREATIVE & ART DIRECTOR

With 20 years of experience, I have excelled in graphic design, web design (UI-UX), art direction, creative direction, illustration. I have conceptualized, directed, and produced full marketing campaigns (photoshoots and video shoots, radio ads). I have managed projects, led and mentored teams of designers, copywriters, stylists, hair and makeup artists, photographers, prop artists, art directors, models, and producers. I bring a comprehensive approach to every project, ensuring cohesive and impactful results.

CONTACT

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EDUCATION

VISUAL ARTS
UQAM

MULTIMEDIA/GRAPHIC DESIGN
COLLEGE MARSAN

CINEMATOGRAPHY
SAINT-LAURENT CEGEP

LANGUAGES

ENGLISH
Native

FRENCH
Fluent

SPANISH
Native

WORK EXPERIENCE

CREATIVE SERVICES MANAGER, PRODUCER, CASTING DIRECTOR

Psycho Bunny

2023 - 2024

Campaign Production and Project Management: Produced all campaigns and managed projects from conception to completion. Directed casting and all aspects of shoot execution.

Studio and Team Management: Managed studios and led teams, including photographers, stylists, hair and makeup artists, external producers, prop designers, art directors, and lighting assistants.

Creative Collaboration: Collaborated with designers, copywriters, Creative Director, art directors, VP of Design, and VP of Marketing to ensure alignment with the overall creative vision and brand strategy.

Copywriting and Translation: Provided copywriting and translation services to support campaign messaging and ensure linguistic accuracy and cultural relevance.

Leadership and Execution: Ensured the seamless execution of campaigns by overseeing all phases of production and maintaining high-quality standards.

CREATIVE DIRECTOR OF MARKETING AND PHOTOGRAPHY

Goodfood

2021 - 2023

Define Look & Feel for Marketing Campaigns: Establish and refine the look and feel for all marketing campaigns, from photography to design, ensuring consistency with the brand's identity while adapting seasonally.

Team Leadership and Collaboration: Manage, mentor, and lead a team of graphic designers, photographers, stylists, coordinators, retouchers, and copywriters. Collaborate with external agencies to craft compelling stories through video, photography, motion, illustration, and design. Work closely with all internal teams on a daily basis.

Creative Oversight: Oversee and approve all creative assets and photography. Create briefs, present final projects, and define guidelines. Ensure all deliverables meet the highest standards of quality.

Project Management: Oversee deliverables, timelines, and budgets. Deliverables include website design and updates (UI-UX), content strategy, design, and photography for the monthly magazine, social media content for all channels, digital and printed billboards, printed advertisements, recipe cards, and newsletters.



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SKILLS

TECHNICAL

Graphic Design
Art Direction
Creative Direction
Web Design
Adobe Creative Suite
Web Design
UI Design
InVision
Digital marketing
Brand development
Prototypes/Wireframes
Figma
Concept Development
Campaign Development
Sketch
Print Production
Responsive Design
Knowledge of HTML
& CSS
Photography
Social Media
Typography/Iconography
& Illustration
Moodboards/Storyboards
Video Editing

PROFESSIONAL

Team leadership
Communication
Strategic thinking
Creativity
Leadership
Problem-solving
Time Management

WORK EXPERIENCE

ART DIRECTOR OF PHOTOGRAPHY

Goodfood

2021

Campaign Strategy and Direction: Collaborated with the Creative Director and internal teams to strategize, conceptualize, and direct creative solutions for all campaigns. Defined the look and feel of seasonal campaigns, ensuring alignment with the overall brand aesthetic.

Photo Studio Management: Art directed and managed all three photo studios. Led and supervised all photography projects, overseeing pre and post-production. Managed the photo studio operations, including hiring, training, scheduling, and mentoring staff.

Creative Leadership: Conceptualized campaigns at all levels and ensured seamless execution. Briefed the team on all projects and presented final photography and video assets.

Deliverables: Produced all photography for web, social media content, billboards, video, magazines, editorial content, and print.

CREATIVE ART DIRECTOR

Le Chateau

2016-2021

Campaign Conceptualization and Execution: Lead the development of all marketing campaigns from concept to delivery. Direct photoshoots both in-studio and on location.

Creative Asset Oversight: Oversee the development, planning, and implementation of all creative assets required for traditional and online campaigns. Collaborate closely with departmental VPs to ensure alignment with their vision while maintaining brand consistency across all channels.

Team Management and Mentorship: Manage and mentor a team of Graphic Designers, supervising the progress and rollout of creative projects. Lead brainstorming sessions and presentations across departments.

Multifaceted Expertise: Provide expertise in art direction, creative direction, project management, UI design, and wireframing.

Deliverables: Deliver a range of assets including newsletters, web layouts, web banners, affiliate banners (ads), social media posts, print and web editorials, UI design, and UX design.

ART DIRECTOR & UI/UX DESIGNER

Capit Media

2014 - 2016

Website Launch Collaborations: Played a key role in launching numerous successful websites, collaborating closely with UX Designers, Dev and Information Architecture Designers to deliver optimal solutions and experiences for clients.



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SKILLS

PROFESSIONAL

Empathy
Decision Making
Adaptability
Collaboration
Flexibility
Patience
Vision
Attention to detail
Motivational skills
Budgeting

INTERESTS

Drawing
Photography
Painting
Food
Music
Film
Visual arts
Dancing
Cycling
Gardening

WORK EXPERIENCE

UI Team Lead and Art Direction: Provided guidance to a team of UI designers, overseeing project management and approvals.

Brand and Product Guidelines: Defined brand and product guidelines, incorporating iconography, grid systems, illustration, prototyping, usability testing, visual design, motion design, branding, and design solutions.

Collaborative Sessions: Led brainstorming sessions and presented concepts to stakeholders, ensuring alignment with project goals and objectives.

SENIOR GRAPHIC DESIGNER, UI DESIGNER & ART DIRECTOR

Capit Media

2011 - 2014

Website Design and Collaboration: Collaborated on and designed successful websites for diverse clients. Participated in brainstorming sessions and presentations, contributing to the overall creative direction.

Art Direction and Project Oversight: Provided art direction, overseeing and approving the work of Graphic Designers. Planned, managed, and supervised the rollout of all creative projects.

Deliverables: Managed a range of deliverables including marketing collaterals, landing pages, newsletters, interactive banners, moodboards, typography, iconography, magazines (web and print), mobile apps, games, and illustration projects.

SENIOR GRAPHIC DESIGNER, UI DESIGNER & ART DIRECTOR

Summit Tech

2009 - 2011

Website Design and Collaboration: Collaborated on and designed successful websites for diverse clients. Participated in brainstorming sessions and presentations to contribute creative input.

Art Direction and Team Oversight: Provided art direction, overseeing and approving the work of Graphic Designers. Planned, managed, and supervised the rollout of all creative projects.

Deliverables Management: Managed a range of deliverables including marketing collaterals, landing pages, newsletters, interactive banners, moodboards, typography, iconography, magazines (web and print), mobile apps, games, and illustration projects.



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WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

Nurun

2008 - 2009

Collaborated and designed successful projects for well known companies such as L'Oreal, Bombardier, Videotron, Gore, BRP. Responsibilities included: Graphic Design, UI Design, Landing pages, Photography, Art Direction, Branding, Print Design, Marketing, Interactive Banners, and Guidelines. Developed Moodboards, Typography, Iconography, Mobile Apps, Games, and Illustration.

GRAPHIC DESIGN

ImaginArt

2004 - 2008

ImaginArt is a multimedia design company that creates multimedia projects such as websites, interactive CD portfolios for any profession for publicity, educational, video and sound editing. Responsibilities included: Photography including the photo-shoots, Art Direction, Editing and Printing, Graphic Design, Web Design and Print (business cards, flyers, logos).

GRAPHIC DESIGN

Université de Montréal

2003 - 2004

The Design Center specializes in designing, editing and printing all print work for the school, students and general clients for various projects. As the Graphic Designer, responsibilities included: Visual Design and Production for Print Work, Graphic Design, Printing for big formats, Typography, Illustration, Marketing, and Photography.