

RENA FRANCO

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WORK

FEBRUARY 2016-PRESENT

THE SHADE STORE

Senior Graphic Designer
PORT CHESTER, NY

Collaborates with several teams - Marketing, Showroom Operations, Production - to ensure all needs of the company and 55 nationwide showrooms are met. Designs and manages email marketing for consumer and trade from conception to html. Creates all types of luxury branding materials which includes: direct mail pieces, media kits, print collateral, signage, showroom art & displays, installation instructions and various web assets.

MAY 2012-JANUARY 2016

AMSCAN, INC.

Production Layout Artist
ELMSFORD, NY

Created and updated mechanicals to provide to outside vendors for the production of a large scale, international retail line of party good products. Worked on numerous programs at once with tight deadlines. Ensured that all design, legal and production factors were achieved.

DECEMBER 2011-MAY 2012

AMSCAN, INC.

Art Production Specialist
ELMSFORD, NY

Managed the outflow of files for multiple art departments. Ensured all production requirements were met and adjusted files as necessary for proper production. Posted artwork to specific vendor's FTP site. Handled upwards of 100 files daily.

✈ TRAVELED ACROSS USA, AUSTRALIA, NEW ZEALAND AND FIJI

MARCH 2009 - MARCH 2011

THE MINES PRESS

Iscream Graphic Designer
CORTLANDT MANOR, NY

Designed and oversaw production for a retail line of products. Implemented system of organization of internal files. Managed own schedule, project, timetables. Reported directly to Creative Director.

JUNE 2006 - AUGUST 2006

LEBOWITZ GOULD DESIGN

Graphic Design Intern
NEW YORK, NY

Created signage systems for hotels and hospitals. Produced and organized presentations. Collaborated with colleagues to ensure all projects were fulfilled to their highest potential.

RENA FRANCO DESIGN

2007 - PRESENT

Graphic Designer/Owner

CLIENTS INCLUDE:

HOUSING HELPERS

BOULDER, CO

AMALGAMATED TRANSIT UNION

NATIONAL LOCAL 1700
NEW YORK, NY

SHY HEART STUDIOS

CALIFORNIA

TINY HEARTS FARM

COPAQUE, NY

JENNA CHALMERS PHOTOGRAPHY

ST. JAMES, NY

ELIZABETH MASCIA CHILD CARE CENTER

TARRYTOWN, NY

CROTON-CORTLANDT FOOD PANTRY

CROTON-ON-HUDSON, NY

BRIANNA CASTER PHOTOGRAPHY

ORANGE, CA

EDUCATION

JUNE 2008

BACHELOR OF FINE ARTS GRAPHIC DESIGN

Savannah College of Art and Design

MAGNA CUM LAUDE

SKILLS

CREATIVE SUITE

★★★★★

PREPRESS / PRODUCTION

★★★★★

MOCKUPS & ASSEMBLY

★★★★