

# Brooke Francesi

Left Handed. Designer. Type-Obsessed.

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## PROFILE

When I'm not designing for work, I design for fun. I geek out on high-level strategy but never pass up a chance to dig in and get my hands dirty.

Instagram / Twitter: @bfrancesi

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## SKILLS / PROFICIENCY

Illustrator, Photoshop, InDesign, Premiere Pro, Sketch  
Basic HTML / CSS, JS Library implementation, Processing  
Wireframing, Prototyping, User Testing + Research

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## EXPERIENCE

### SENIOR EXPERIENCE DESIGNER

Adobe | San Francisco, CA  
08.2015 - Present

Lead the design of Adobe Photoshop Sketch and Adobe Illustrator Draw. Helping re-think the experience of opening a new document for all Creative Cloud desktop apps. Currently initiating XD 20/20, a presentation / communication project designed to connect people & teams across all of Adobe XD.

### TEACHING ASSISTANT: INTERACTION DESIGN STUDIO & ADVANCED EXPERIMENTATION

CCA | San Francisco, CA  
01.2014 - 05.2014 & 01.2015 - 05.2015

**Interaction Design Studio:** Assist sophomore IxD undergrad students in exploring design systems, information, and interfaces.

**Advanced Experimentation:** Encourage junior-level design students question the idea of experimentation in design. Guide the implementation and exhibition of final 3D physical and digital experiences.

### WEB + DESIGN TEAM LEAD / DESIGNER

Aptera Software | Fort Wayne, IN  
10.2007 - 2.2011

Manage all web projects and translate client business goals into marketing strategies. Design and maintain social media channels and email marketing for clients. Lead and design UI & visuals for custom Microsoft Sharepoint solutions.

### UX / VISUAL DESIGN CONTRACTOR

UrbanSitter | San Francisco, CA  
05.2014 - Present

Work immediately with the Director of UX and engineering to strategize and execute a complete overhaul of the product. Owned the new parent & sitter sign up, and the onboarding process, including encouraging parents to complete their profile and book their first sitter.

### ASSOCIATE CREATIVE DIRECTOR / DESIGNER

B'stro | San Francisco, CA & Vancouver, B.C.  
02.2011 - 01.2014

Strategy, art direction, design and execution of UX and visual solutions across all digital platforms. Lead creative for brand and identity systems.

**CLIENTS INCLUDE:** Roku, SPLEND® Sweeteners, JOHNSON's® Baby, Frameline Film Festival, BC Centre for Disease Control, AT&T.

### SHORT TERM GUEST LECTURER: SENIOR PROJECT

IPFW | Fort Wayne, IN  
09.2009 - 12.2010

Assist students in selecting, researching, and completing their major thesis project in a capstone two-semester course prior to graduation. Creative direction for concept, identity & installation of the final graduation thesis exhibition.

## EDUCATION

### MFA IN DESIGN

Interaction & Graphic Design  
California College of the Arts (CCA)

San Francisco, CA  
07.2013 - 05.2015

### BFA GRAPHIC DESIGN

Indiana University-Purdue University  
Fort Wayne (IPFW)

Fort Wayne, IN  
05.2007 - 05.2009

### BUSINESS + GERMAN MINOR

Graphic Design Track  
Kansas State University

Manhattan, KS  
08.2002 - 01.2006

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## HONORS / ACHIEVEMENTS / EXHIBITIONS

On-going

### FOR LOVE AND/OR MONEY

For Love And/Or Money is an art collective comprised of six designers, artists, and generally questioning individuals. Once a month, we do a thing. We explore a topic, and make an event. Our goal is to ask questions, overstep boundaries, and be sure to always stay slightly uncomfortable.

06.2015

### DE PROGRAM: DEN HAAG, NETHERLANDS

Selected as one of eight participants for De Program, an intense three week graphic and interaction design residency that provided interaction with some of the best European designers and design offices and resulted in two separate design projects.

06.2014

### AUDI INNOVATION RESEARCH FELLOW

An interdisciplinary collaboration between designers and architects, geared toward exploring the car as a key intersection in a network of interconnected devices. Work from this fellowship was presented to the AUDI AG Board as research and groundwork for the future car.

07.2013

### A HOARDER'S HOARD EXHIBITION

More often than not, artists become collectors and curators in their own right hoarding materials that may someday be amassed into a piece of work. In an attempt to expose their tendencies to accumulate, Along with two other artists, this exhibition highlighted our hoarding weaknesses to explore art that could be created from them.

09.2012

### VISITING ARTIST LECTURE + WORKSHOP: WHAT AM I DOING?

In this lecture I invited students to challenge what it means to fail and discussed how one simple question, "What am I doing?" can impact the creative process. I also led students in a collaborative workshop to design an experimental alphabet.

04.2012

### TYPO PRESS TEAM / BLOGGER

San Francisco TYPO Conference

05.2010

### BEST IN SHOW / FIRST PLACE IN GRAPHIC DESIGN

BFA Exhibition, Indiana University-Purdue University Fort Wayne

09.2009

### PANELIST: B2B EMAIL MARKETING FOR SMALL BUSINESSES

ExactTarget Connections Conference