



marc@marcfdesign.com
Los Angeles, CA
323.804.8913

CREATIVE/ART DIRECTOR
GRAPHIC/WEB/BRAND DESIGNER
WRITER / CONTENT CREATOR

Portfolio: <http://www.marcfdesign.com/mfd-portfolio/>
Linkedin: <https://www.linkedin.com/in/marcfrancoeurdesign/>

PROFESSIONAL SUMMARY

High-energy and uber-creative design lead with a career marked by leadership roles in branding, structuring, and creating strategic and profitable paths forward for companies entering into a digital presence. Sets the strategic vision for aligning a company's mission with the visual storytelling and feel of the branding/marketing and delivering that to the target market with exceptional and consistent results.

- *I bring 20+ years of experience in branding, ideation, visual storytelling and graphic/web design in multiple market genres.*
- *Storytelling is my happy place - digging deeper into a company's mission and how that intention affects the client in their space.*
- *I speak fluent technical and creative, thus being a bridge to both in project lead roles.*
- *20+ years project management, management tools and balancing multiple projects simultaneously.*
- *I understand basic user-experience design and content strategy.*

MOST RECENT PROJECTS:

- <https://www.hautehousehome.com> (Web Design/Branding/Project Management)
- <https://www.hautehousefabric.com> (Web Design/Branding/Project Management)
- <https://mypositiveskincare.com> (Web Design/Branding/Shopify Integration/Project Management)
- <https://www.marcfdesign.com/glam.html> - *In Development* -
(Web Design/Branding/Shopify Integration/Project Management)

AREAS OF STRENGTH & EXPERTISE

Art Direction • Creative Direction • Visual Storytelling • Web Design & Development • Graphic Design • Brand Identity Design • Motion Graphic Design • Web Producing: Budgeting, Strategy, Planning & Execution • Digital Team Building & Leadership Training • Ecommerce Development, Design & Client Training • UI/UX Design • Digital Software Design & Development • Digital Photography • Print Design & Production • Print Advertising • Video Direction & Production • Business Coaching & Development • Social Media Content Design & Strategy • Marketing Specialist • Ad Design • Music Composition & Production • Live Event Producing • Space Design & Installation • Project Budgeting & Management • Business-to-Business (B2B) • Presentation Skills

EXPERIENCE

1999-PRESENT

MARC FRANCOEUR DESIGN

PROPRIETOR

CLIENT HISTORY

Dole
 Andy Lecompte Salon - *Celebrity Stylist*
 Barclay Butera Home - *Celebrity Designer*
 Jennifer Naylor - *Celebrity Chef*
 Creative Care Inc.
 Pilates Plus West Hollywood
 Pilates Platinum
 IMS Movement
 Joann Smyth Fine Jewelry
 Hill Chiropractic Center
 Loren Luxe Design
 Rique - *Celebrity Stylist*
 Exposed Hardwear
 Lake Tahoe Boat and Ski
 Sports Club Los Angeles
 Haute House Home
 Linda Gray

Sky Sport & Spa
 Jackie Warner - *Celebrity Trainer*
 Barclay Butera Inc.
 Chapman Radcliff Interiors
 Sanctuary Rehab
 Pilates Plus Malibu
 Pilates Plus Beverly Hills
 Soma Institute
 Aimee Rentmeester Photography
 Neil George Salon
 Dr. Randall Everett Allsup
 Chez Ireland
 Dinnie Andino Photography
 Jillian Michaels - *Celebrity Trainer*
 Full Tilt Productions
 Haute House Fabrics
 Toni Bentley

Kathryn Ireland Fabrics
 Peter Cohen Atelier
 Barclay Butera Lifestyle
 David Desmond Interiors
 John Frieda Salon
 Pilates Plus SFV
 Pilates Plus Downtown LA
 Knit Café
 Lucy Primitive Gallery
 The Flower Studio
 Zamna
 Bird Los Angeles
 Circuit SFV
 Croft House Furnishings
 Barbara Pizik Atelier
 Carrie's Pilates Plus
 The Clothesspinn

ACTIONS

In the process of owning my own design firm, I have been afforded the opportunity to have a wide range of experiences across multiple platforms of design, web, print, music, live performance and video.

- *Designing websites using Dreamweaver, Flash Animation, Mobile Friendly, Multiple Coding Languages*
- *Designing and creating brand identity systems and printed/electronic marketing materials for clients: business identity systems, brochures, catalogs, postcards, business cards, advertisements, press releases, press kits, bill boards, mass mailings, environmental designs, conference presentations*
- *As a musician I have spent many hours producing and recording music. I have also used these talents for client projects as well, creating custom music for video presentations.*
- *As a creative writer I have written for stage, theater and magazine publications.*
- *Social Media Campaigns: contests, video editing, sound production, photo shoots, integrated extended campaigns*

1995 – 1999

WALT DISNEY FEATURE ANIMATION

TSR

DUTIES

As a Technical Service Representative, I was a member of a team of 4 computer technicians that supported the Digital Feature Animation division of Walt Disney Feature Animation on the feature films DINOSAUR, HUNCHBACK OF NOTRE DAME, FANTASIA 2000, HERCULES and more.

ACTIONS

- *Configuration of digital production Silicon Graphic workstations including software, hardware, network & cable maintenance.*
- *Installation and maintenance of main computer room which included Maxstrat Storage Arrays, Crays, Silicon Graphic Servers & Network Switches.*
- *Maintenance of IP databases and configuring of network addressing.*
- *Cataloging and management of all onsite hardware components.*
- *Maintain communication and follow up with purchasing department for implementing purchase orders.*

EDUCATION

WESTERN ILLINOIS UNIVERSITY

BFA Theatre/Music

Cum Laude, 1987

REFERENCES

Available Upon Request