



# MARC FRANCOEUR

## RÉSUMÉ

marc@marcfdesign.com  
Los Angeles, CA 90069  
323-804-8913

**Portfolio:** <http://www.marcfdesign.com/mfd-portfolio/>

**Linkedin:** <https://www.linkedin.com/in/marcfrancoeurdesign/>

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

## PROFESSIONAL SUMMARY

High-energy and uber-creative art director and design lead with a 20+ year career marked by leadership roles in branding, company vision, and creative strategy, forging profitable paths forward for companies entering into a digital presence. Setting the strategic vision for aligning a company's mission with the visual storytelling/look-and-feel of the branding and marketing and delivering that to the target audience with exceptional and consistent results.

- *20+ years of transforming client's companies into empowered brands with the tools needed to compete in the digital age.*
- *Revitalizing and rebranding client's brand narrative and visual storytelling, increasing user engagement, increasing sales opportunities and funnels, and training high-performing teams to be self sufficient.*
- *An empathic storyteller, creating in the world of visual and words, that thrives on creating clear collateral that takes into account the strong intention of its creators and that meets the audience's needs in their space.*
- *Taking complex ideas and "grappa-izing" them and reducing them, through ideation and teamwork, to their core essence and then building the content of the project to visually and intellectually represent that concise story.*

## PROFESSIONAL EXPERIENCE

★ **MARC FRANCOEUR DESIGN**      JANUARY 1999 – PRESENT      PROPRIETOR

### AREAS OF STRENGTH & EXPERTISE

- **20+ Years High Level Creation** – In Graphic Design, Web Design, Branding, Photography, Print/Package Design
- **20+ Years Team Leading Multi-Faceted Teams** - Bridging the gap between creative and technical talent
- **10+ Years Brand Design** – Building Brand Systems and Standards – setting visual and narrative tones that reflect the brand's values and mission and implementing them across all spectrums
- **10+ Years Writing/Producing Musical Theatrical Productions** – Directing and leading creative teams including: director/production team, writing team, musical composition/musical direction team
- **5+ Years Creating and Directing 2D Animation/Motion Graphics for Web**
- **Ideation/Storytelling Specialist** – A fearless, out of the box approach that stretches the boundaries of possibility, creative vision and innovation
- **Natural Leader** – Creating an expansive and inclusive space to lead and inspire multi-disciplinarian teams to nurture a cohesive vision with an approach that elevates the project and team to new levels of collaboration and excellence
- **Strong Communication/Presentation Skills** – Presenting effectively to all levels of the organization
- **Ultimate Team Player** - Receiving and implementing constructive feedback to strengthen and align the team, the project and my leadership skills

### 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.glamfabric.com> (Web Design/Branding/Shopify Integration/Project Management)

## **TECHNICAL SKILLS**

**Photoshop/Graphic Design** (22 Years)  
**Brand Identity Design** (21 Years)  
**Illustrator** (15 Years)  
**Dreamweaver/Flash** (15 Years)  
**Print Design** (21 Years)  
**Package Design** (10 Years)  
**Theatrical Writing/Producing** (15 Years)

**Wordpress** (10 Years)  
**Shopify** (5 Years)  
**Basic HTML, JAVA, ASP** (16 Years)  
**Digital Photography** (20 Years)  
**Copywriting** (18 Years)  
**Presentation Design** (10 Years)  
**Shopping Cart Integration** (10 Years)

**Music Production** (22 Years)  
**Video Editing** (4 Years)  
**Microsoft Office Suite** (21 Years)  
**Product Design** (10 Years)  
**Trade Show Design** (2 Years)  
**Environmental Design** (14 Years)

## **PARTIAL CLIENT HISTORY**

Dole  
Andy Lecompte Salon - *Celebrity Stylist*  
John Frieda Salon - *Celebrity Stylist*  
Jennifer Naylor - *Celebrity Chef*  
Neil George Salon  
Riqué - *Celebrity Stylist*  
Kate Somerville Skincare  
LaGree Fitness

Jillian Michaels - *Celebrity Trainer*  
Jackie Warner - *Celebrity Trainer*  
Carrie Minter's Pilates Plus  
Linda Gray - *Celebrity Actress*  
Toni Bentley - *NY Times / Author*  
Sports Club Los Angeles  
Sky Sport & Spa  
Croft House Furnishings

Barclay Butera - *Celebrity Designer*  
Peter Cohen Atelier  
David Desmond Interiors  
Haute House Home  
Haute House Fabrics  
Kathryn Ireland Fabrics  
Full Tilt Productions  
Susan Mischer's Knit Café

## **★ WALT DISNEY FEATURE ANIMATION**

MAY 1995 – JANUARY 1999

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 and cable maintenance.
- Installation and maintenance of main computer room, which included Maxstrat Storage Arrays, Crays, Silicon Graphic Servers and 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

## **REFERENCES**

Available Upon Request