

Marina Di Franco

contact

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education

Kent State University

Kent, Ohio, May 2023

Bachelor of Arts

Major: Visual Communication Design

Minor: User Experience Design

Overall GPA: 3.98

- Member of Honors College
- Honors and Dean's List every semester
- Studied abroad in Florence, Italy August-December 2019

awards

NEOLaunchNET

Entrepreneurship Grant Award

January 2022

- Developed and presented upcycled fashion business model to investors

KSU Fashion/Technology Hackathon

Honorable Mention Award

January 2020

- Developed technology for autonomous sensory clothing for children with disabilities using Arduino Uno platform
- Marketed and presented invention

skills

- User experience design
- Adobe Creative Suite
- Digital Marketing
- HTML/CSS/Java
- X-Code
- Procreate
- DSLR photography
- Visual merchandising
- Fluent in Spanish

objective

Passionate graphic and user experience designer with advanced proficiency in both collaborative and independent projects. Actively seeking a full-time position to contribute to the creative success of a dynamic team.

work experience

Fashion Talks

Graphic Designer

August 2022-July 2023

- Developed design for Instagram, website, blogs, and other social media outlets
- Established an optimal posting schedule promoting upcoming events and products considering web traffic and customer engagement metrics
- Photographed networking and promotional events
- Assisted in creation of responsive e-commerce website
- Designed lay outs and worked with magazine team to develop print issue, distributed during runway show
- Designed programs, backdrops, and gift packaging
- Developed and tested application prototype using Objective C, XCode, and other iOS development tools

A Magazine

Assistant Art Director

August 2022-May 2023

- Designed lay outs and worked with magazine team to develop print issue, distributed across campus
- Managed 20 designers to create art for web and social media

Illustrator

August 2020-May 2022

- Developed concepts for articles about fashion and social issues

Winds of Change Boutique

Stylist, Social Media Coordinator, and Visual Merchandiser

June 2020-May 2022

- Assisted ~40 customers per day with transactions, returns, merchandise inquiries, and e-commerce purchases
- Styled and photographed product campaigns
- Executed visual merchandising throughout the store