

FRANCESCA BARTOLUCCI

GRAPHIC & INTERACTIVE DESIGNER

EDUCATION

MORAVIAN UNIVERSITY
Bachelor of Fine Arts
Graphic & Interactive Design
May 2022
3.65 GPA

SKILLS

ADOBE Acrobat, Bridge, Dreamweaver
Illustrator, InDesign, Photoshop, Premier
Procreate, XD **GOOGLE** Analytics, Calendar
Docs, Drive, Forms, Sheets, Slides **MICROSOFT**
Excel, Powerpoint, Word **UX/UI** CSS, HTML5
JavaScript, Figma, Sketch, Elementor, WordPress
OTHER Basecamp, Flock, Mailchimp, Slack

UX/UI CAPABILITIES

Research, Sketching, Information Architecture
Wireframing, User Flow, Mid-Fidelity Prototyping
Mockups, Website Design & Development
Application Design, Usability Testing

ACHIEVEMENTS

First Place Winner of Moravian & Crayola's
Product Design Competition — Prototyped
an app & developed physical deliverables

Recipient of the Zeta Psi Academic Award

President of Kappa Pi Honors Art Society, Zeta Psi

Vice President & Social Coordinator of
Moravian University Art Club

Dean's List 2020-2022

EXPERIENCE

GRAPHIC DESIGN INTERN

Enter.net
January 2022 - May 2022

- Collaborated with Enter.net's Social Media and Marketing teams to develop marketing materials for 300+ clients.
- Designed email blasts tailored to advertise upcoming sales & services.
- Wrote & uploaded blog posts to client websites in order to improve SEO, & created engaging content for their subscribers.
- Created a visual experience that is both consistent & elegant for clients.

FREELANCE CONSULTANT

francescalee.co
September 2021 - Present

- Experienced with owning the design process from start to finish.
- Practice competitive research for new products / features, and stay in touch with current trends and design patterns in the space.
- Work with various teams and stakeholders to produce insights, design concepts, strategies, stories, & solutions.
- Conduct user testing and provide necessary & effective adjustments based on user feedback.

GALLERY ATTENDANT

Payne Gallery, Moravian University
February 2020 - May 2022

- Tended to the front desk of Moravian University's Payne Gallery.
- Assisted in the curation & hanging of shows, & designed promotions for upcoming gallery openings & receptions.
- Organized materials & artwork in Moravian University's Artwork Archive.
- Managed various internal & external stakeholder expectations.

LABEL DESIGNER

Drip — The Flavor Lab
July 2021 - January 2022

- Designed event posters & labels for house-made beers & ciders.
- Analyzed beverage elements to create innovative & thoughtful designs.
- Created physical deliverables & presented professional final products.
- Worked alongside owners & their marketing team to ensure that the beverage labels correspond to the restaurant's style guide & aesthetic.

TEAM LEADER

Historic Hotel Bethlehem
October 2018 - July 2021

- Responsible for managing the profit earned on a daily basis.
- Tasked with identifying and troubleshooting any conflict within the shop.
- Coordinated with the internal departments of Hotel Bethlehem to maximize operational efficiency across production & administrative areas.
- December 2019 Part-Time Employee of the Month.