Francie Taylor

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Columbus, OH

Strategic graphic designer with 10+ years of experience leading brand development, project management, and cross-functional collaboration across industries including experiential marketing, hospitality, tech, healthcare, architecture, and the museum sector. Designs mindful interactions across physical spaces, digital platforms, and brand systems grounded in sustainability, accessibility, and inclusive design. Well-versed in web design, content creation, and quality control.

Work Experience

Lead Graphic Designer, Full-time, On-site
Columbus Museum of Art · Columbus, OH
December 2023–Present

- Serve as the sole in-house designer for a 150-year-old nonprofit art museum, revitalizing a rigid 2015 brand standard into a flexible, inclusive visual system that modernizes print materials and expands digital offerings to better engage multigenerational audiences and supporters.
- Led experiential branding and design for the museum's contemporary wing 10th anniversary celebration, held in tandem with the institution's highest-grossing annual fundraiser—resulting in over $300,000 raised to support programming.
- Organized the first comprehensive architectural photoshoot since 2015 for the contemporary wing's 10-year anniversary, strategically timed to support legacy documentation, the upcoming 150-year campaign, and long-term marketing efforts.
- Partnered with the internal marketing team to lead a website refresh, providing Figma homepage mockups and art direction to external web designers to deliver a narrative-driven, accessible site that met WCAG 2.1 AA compliance and increased user engagement by 35%.
- Advocated for sustainability by consulting peer institutions—including the High Museum of Art (Atlanta) and Glenstone (Potomac)—and developing a formal proposal that informed the museum's strategic plan and led to the inclusion of Green Team recommendations.
- Improved cross-departmental efficiency by modernizing design workflows and creating a centralized media and brand archive, significantly reducing asset retrieval time across the institution.
- Empowered non-design departments by training staff in Canva and Adobe and launching a centralized nonprofit Canva account, promoting brand consistency and enabling greater cross-team design autonomy.

Art Director, Freelance, Remote
Francie Taylor Design
October 2020–Present

- Led a comprehensive brand refresh for woman-founded tech startup Swantide by designing a logo that clarified the name and aligned with the founder's vision, contributing to a cohesive brand that supported their $7M funding raise.
- Design email communications and maintain a custom portfolio website for a fine artist, using a Figma-to-Webflow workflow with CMS integration to streamline updates and showcase new work—resulting in increased visibility and professional presentation.

'Emerging Leaders Council' Mentee, Internship, On-site
Ohio Environmental Council · Columbus, OH
April 2023–October 2023

- Co-facilitated and designed marketing and presentation assets for an educational workshop supporting Columbus's rezoning initiative, Zone In—engaging 50+ community members and building skills in environmental advocacy, strategic communication, and public engagement.

Marketing Designer, Full-time, Remote
Truepill · Oakland, CA
March 2022–June 2022

- Collaborated with product designers and UX researchers to create digital product demos, 3D packaging mockups, and client-facing RFP/RFI decks—enhancing sales enablement and aligning marketing assets, such as emails and ads, with user testing insights.

'Women in Design' Mentee, Internship, Remote
Industrial Designers Society of America (IDSA) · Oakland, CA
September 2021–December 2021

- Received strategic career guidance from a senior design director at Google with expertise in sustainability and product design, while engaging with fellow women designers in sessions focused on addressing industry-wide challenges across all levels of design practice.

Environmental Graphic Designer, Full-time, On-site
Media-Objectives · San Francisco Bay Area, CA

- Created environmental wayfinding and installations for leading tech and hospitality brands by translating spatial concepts into ADA-compliant, to-scale elevations—supported by creative decks for internal teams and client pitches.
- Designed and prototyped to-scale vector elevations and 3D mockups for a 6-foot anamorphic installation of LinkedIn's "inbug" logo at their Sunnyvale campus, using mixed upcycled materials in collaboration with a production designer—resulting in a visually impactful, sustainable centerpiece.

Experiential Graphic Designer, Full-time, On-site
Cogs & Marvel · San Francisco Bay Area, CA
February 2019–August 2019
- Designed immersive experiential assets for live events and promotional campaigns for Fortune 500 tech clients including Google and Adobe, translating brand strategy into engaging visual experiences that elevated audience interaction and event impact.
- Led the brand refresh for Amplify, Amplitude's premier multi-day product conference, by designing a cohesive system of digital assets, event wayfinding, and attendee collateral—seamlessly handed off to the $1B+ public tech company's internal team to implement—resulting in a unified and impactful attendee experience.

Experiential Graphic Designer, Contract, On-site
Imprint Projects · San Francisco Bay Area, CA
November 2018–January 2019
- Designed a comprehensive merchandising standards deck for Levi's to guide in-store styling, creating a clear, scalable visual system that streamlined execution across retail locations nationwide.
- Supported experiential graphic development for method's Glass for Good gala at SFMOMA by creating an interactive kaleidoscope-making station—engaging guests while highlighting the faceted design of their upcycled, reusable soap bottles.

In-House Graphic Designer, Contract, On-site
16 On Center · Chicago, IL
April 2015–January 2018
- Promoted from intern to first in-house designer, supporting 11 distinct hospitality brands (music venues, restaurants, bars) across venues in the South Side, North Side, and downtown.
- Supported visual identity development and brand system rollouts for four new venues: a food hall, cocktail bar, restaurant, and sandwich shop.
- Collaborated with marketing and operations teams to design signage, menus, packaging, digital assets, and environmental graphics—ensuring a cohesive brand experience across events, campaigns, and daily operations.

Education

DePaul University
BFA Graphic Design
Chicago, IL

Paris College of Art
Credits in Visual Communication
Paris, FR

The Ohio State University Leadership Center
Leadership Training Workshops
Columbus, OH

Skills

Web Development, Graphic Design, Leadership, Vendor Relations Management, Strategic Planning, Project Coordination

Technical Skills
Adobe Creative Suite, Webflow, Squarespace, WIX Coding: HTML, CSS

Links

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