

# Francie Taylor

Art Direction  
Columbus, OH

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## Education

[DePaul University](#)  
BFA Graphic Design  
Class of 2015  
Chicago, IL

[Paris College of Art](#)  
Visual Communication  
December 2014–June 2015  
Paris, FR

## Technical Skills

Design Software  
[Adobe Creative Suite](#): Illustrator  
(CADtools), Photoshop, InDesign,  
After Effects, Dimension,  
Premiere Pro  
[Canva](#)  
[Spark AR](#)

Web & Digital  
Design: Figma  
CMS/Website Builders: Webflow,  
WordPress, Squarespace, WIX  
Coding: HTML, CSS, Javascript

3D & Spatial Design  
[SketchUp](#)

Productivity & Project Management  
[Google Suite](#): Docs, Slides  
[Project Management](#): Asana,  
ClickUp  
Communication: Slack,  
Microsoft Teams  
[Collaboration](#): Figma, FigJam,  
Notion  
[AI](#): Perplexity, Claude, Placer.ai

## Work Experience

### [Columbus Museum of Art](#)

Graphic Designer Full-time, On-site  
Columbus, OH · December 2023–Present, *1 yr, 5 mos*  
Strategic designer solely responsible for managing the visual identity of a 150-year-old nonprofit art museum including marketing materials and digital communications, while honoring historical legacy with contemporary design to engage diverse audiences. Successfully interpreted, modernized, and implemented an inflexible, dormant brand standard from 2015 that lacked accessibility considerations, transforming it into a versatile and dynamic system. Maintained inclusive design practices by preserving traditional print communications for senior membership and patron base while expanding digital engagement options, ensuring multiple pathways to support.

### [Francie Taylor Design](#)

Art Director, Freelance, Remote  
Columbus, OH · October 2020–Present, *4 yrs, 6 mos*  
Ongoing freelance design consultancy supporting businesses with mindful design through curiosity, research and intuition.  
Past Clients: Swantide, Uproot (Califia Farms, acq. 2024), ThinkTrue (Nike, JPMorgan Chase), Imprint Projects (method, Levi's)

### [Ohio Environmental Council](#)

'Emerging Leaders Council' Mentee, Internship, On-site  
Columbus, OH · April 2023–October 2023, *6 mos*  
Cultivated skills in environmental advocacy, strategic communications, and community engagement by co-facilitating and designing marketing and presentation assets for an educational workshop that hosted 50+ community members as part of Columbus's rezoning initiative, Zone In.

### [Truepill](#)

Marketing Designer, Full-time, Remote  
Oakland, CA · March 2022–June 2022, *4 mos*  
Enhanced sales enablement through design of digital product demos for DTC white label services, 3D mockups of packaging proposals, and client-facing RFP/RFI decks using Figma and Adobe Suite. Strengthened brand presence across social ads, email campaigns, and internal communications under leadership of brand manager. Collaborated closely with product designers and UX researchers to incorporate user testing findings into product marketing assets or website changes.

### [Industrial Designers Society of America \(IDSA\)](#)

'Women in Design' Mentee, Internship, Remote  
Oakland, CA · September 2021–December 2021, *4 mos*  
Received strategic career guidance from a senior design director at Google with expertise in sustainability and product design. Engaged with fellow women designers in collaborative sessions addressing industry-wide challenges affecting all levels of design practice.

### [Media-Objectives](#)

Environmental Graphic Designer, Full-time, On-site  
San Francisco Bay Area, CA · August 2019–September 2020, *1 yr, 1 month*  
Created environmental wayfinding and engaging installations for leading tech and hospitality brands. Translated spatial concepts into to-scale elevations with ADA compliance, supported by creative decks for internal teams and client pitches.

### [Cogs & Marvel](#)

Experiential Graphic Designer, Full-time, On-site  
San Francisco Bay Area, CA · February 2019–August 2019, *7 mos*  
Designed immersive experiential assets for live events and promotional campaigns for Fortune 500 tech companies such as Google and Adobe.

### [Imprint Projects](#)

Experiential Graphic Designer, Contract, On-site  
San Francisco Bay Area, CA · November 2018–January 2019, *3 mos*  
Collaborated with senior creatives to ideate, design, and execute experiential events for premium brands. Designed compelling client-facing presentations that effectively communicated creative concepts.

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## Professional Summary

Progressive, strategic graphic designer with a decade of experience across diverse industries including events, experiential marketing, hospitality, architecture, museum sector, tech companies, and healthcare.

Skilled in combining research, curiosity, and intuition to create holistic design solutions through collaborative processes.

I actively seek opportunities to both apply my expertise toward cultural and environmental causes, and grow my knowledge of digital tools and best practices in inclusive design.

## Career Development

### Leadership Training Workshops

[The Ohio State University Leadership Center](#)

Present · April 2025–May 2025

*Applying Your Personality Type to Build Your Leadership Skills*

*Engaging Multiple Voices and Ideas –Effective Facilitation*

*Problem-Solving, Creativity, and Teamwork for Success*

## Key Achievements

### [Columbus Museum of Art](#)

Graphic Designer Full-time, On-site

#### Key Achievements:

- Driving experiential branding and design for the contemporary wing's 10th anniversary, to be celebrated at the museum's highest-ticket fundraiser, generating \$300,000+ annually
- Leading design for a multi-million dollar campaign tied to the museum's 150th anniversary, including refreshed branding across donor materials.
- Organizing the first comprehensive interior/exterior architectural photoshoot since 2015, strategically timed for the contemporary wing's 10-year anniversary.
- Art directing a website refresh focused on accessibility and storytelling to improve user engagement by 35% and meet WCAG 2.1 AA standards. Lead early project phases through content audits, departmental listening sessions, sitemap planning, and Figma prototyping before collaborating with a web agency.
- Advocated for sustainability by consulting with peer institutions and developing a proposal that influenced the museum's strategic plan, including Green Team recommendations.
- Transformed workflow efficiency by modernizing design processes and building a comprehensive media and brand archive system, reducing asset retrieval time museum-wide.
- Democratized design by training non-design departments in Canva and Adobe; launched a centralized nonprofit Canva account to foster consistency and cross-team autonomy.
- Managed vendor and volunteer coordination for the museum's 2024 Pride Parade float build; representing the museum in the parade and distributing free admission passes.

### [Francie Taylor Design](#)

Art Director, Freelance, Remote

#### Select Projects:

- Led a comprehensive brand refresh for Swantide, a woman-founded post-seed tech startup, including a logo that brought clarity to their name—reflecting the founder's vision.
- Built and maintain a custom fine artist's portfolio website utilizing Figma to Webflow workflow and CMS integration.

### [Media-Objectives](#)

Environmental Graphic Designer, Full-time, Remote

#### Key Project:

- 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. Inspired by a 'community' ethos, the piece featured mixed upcycled materials and was completed in collaboration with a production designer/artist.

### [Cogs & Marvel](#)

Experiential Graphic Designer, Full-time, On-site

#### Key Project:

- Led comprehensive brand refresh of Amplify, a premier multi-day product conference, encompassing digital marketing assets, event wayfinding systems, and attendee collateral. Successfully transitioned brand package to Amplitude's team for seamless implementation across the conference experience.

### [Imprint Projects](#)

Experiential Graphic Designer, Contract, On-Site

#### Key Projects:

- Designed comprehensive merchandising standards deck for Levi's to streamline merchandise styling in stores nationwide, working directly under internal creative direction.
- Supported the development of experiential graphics and created an interactive kaleidoscope-making station for method's *Glass for Good* gala at SFMOMA, which highlighted the faceted design of their upcycled, reusable soap bottles at an intimate event featuring a performance from Francis and the Lights.