

Francie Taylor

Lead Designer
+ Brand Strategist
Columbus, OH

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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

Brand Strategy & Identity
Development, Accessible
& Sustainable Web Design,
Cross-Functional Collaboration,
Project Management, Vendor
Relations, Administrative
Support, Event Production
& Logistics, Inventory
Management

Technical Skills
Figma, Claude.AI, Notion,
Adobe Creative Suite, Webflow,
Squarespace, WordPress,
WIX, HTML, CSS, Javascript,
Google Suite

Work Experience

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Lead Designer + Brand Strategist, Freelance, Remote
[Francie Taylor Design](#) · Columbus, OH

October 2020–Present

- Manage administrative operations for creative projects including accounts payable, vendor coordination, project timelines, and client communications.
- 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.

Lead Graphic Designer, Full-time, On-site
[Columbus Museum of Art](#) · Columbus, OH

December 2023–July 2025

- Served 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 modernized print materials and expanded digital offerings to better engage multigenerational audiences.
- Coordinated the museum's first 2024 Pride float production including volunteer recruitment and scheduling, vendor sourcing and management, budget tracking, and timeline oversight.
- 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.
- Partnered with the internal marketing team to lead a website refresh, providing Figma homepage mockups and art direction to external web design partners to deliver a narrative-driven, accessible site that met WCAG 2.1 AA compliance and increased user engagement by 35%.
- Advocated for environmentalism 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.
- Developed vendor relationships prioritizing sustainable materials and practices, creating procurement standards that enhanced both environmental impact and print quality.
- 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.

'Emerging Leaders Council' Mentee, Internship, On-site
[Ohio Environmental Council](#) · Columbus, OH

April 2023–October 2023

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

Marketing Designer, Full-time, Hybrid
[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.



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Professional Summary

Lead designer, brand strategist and systems builder with 10+ years collaborating across teams, developing mindful design solutions, and executing high-impact campaigns across nonprofit, tech, hospitality, and museum sectors.

'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
September 2021–December 2021

- 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
[Cog & 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, Full-time, 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.

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