

FRANCESCA VILLA

BRAND & PACKAGE DESIGNER

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EDUCATION

Jun 2022 **Savannah College of Art and Design**
Savannah, GA
B.F.A Graphic Design / Minor in Package design, Advertising & Branding
GPA 3.95

HONORS & AWARDS

2022 **Red Dot Junior Award**
Typeface Design: The Infusionist
International Design Award, IDA Gold Package & Print: The Infusionist
Honorable Mention
Package & Print: Blank Slate
GDUSA Award
Student Design: The Infusionist
Rookie Award
Ranked B Product Design: The Infusionist
Ranked C Product Design: Blank Slate

2019-2022 **Dean's List**
SCAD Academic Honor Scholarship
SCAD Achievement Honor Scholarship
International Student Scholarship

EXPERIENCE

Jan - Mar 2022 **Beep x SCADpro: Branding Lead**
Collaborated with Beep Automotive to define the optimal experience and interactions across three of Beep's key assets: the physical vehicle platform, the user experience, and the brand.

Jan - Jun 2022 **Graphic Design Graduate + Senior Showcase: Vignettes**
Publication team member and Featured in the Showcase catalogue.

Aug 2021 **Square 95**
Graphic designer at District's biannual literary student-run journalism magazine.

2020 **SCADpro FutureProof**
Participated in a 48-hour virtual challenge to present creative solutions for the at home K-12 education experience.

Dic 2020 **SCAD Hometown Hero**
Student involvement opportunity to highlight your student experience at SCAD at my former high school.

WORK EXPERIENCE

Oct 2022 **Aether New York**
Junior Designer: Brand and package designer.

Jun-Sep 2022 **Pearlfisher NY**
Graduate Intern: Brand and package designer.

Set- Nov 2021 **Hambre Cero: Freelance**
Designed the logo and package for canned food made to support the second objective of sustainable development in Peru.

Sep-Nov 2020-2021 **Cascavana Agency: Freelance**
Rebranding for ISCAM. Redesigned the logo, stationary, webpage, ANAM magazine, bulletin and presentation template.
Mobile app design for Stiiilo. An app for making appointments in esthetic centers in Mexico City.

Jun-Sep 2020 **Fahrenheit DDB Peru**
Created graphics for social media campaigns and assist in the design of print comps, E-mail campaigns and online promotions.

COMMUNITY SERVICE

Jun-Mar 2021-2022 **UN Volunteers: Tanzania Development Trust.**
Support for Graphic Design for Social Media and Annual Report.

2019 **Scad Serve: volunteer**
Cleaning cages, filling water and food bowls at Costal Pet rescue.

2019 **Humane Society Of Greater Savannah:**
Helped organize the Doggie Derby in the Humane Society Carnival at Forsyth Park.

2017-2018 **Angeles Unidos en Acción:**
Collected, supervised and classified donated books to provide impoverished communities in Lima with a library of their own.

2017-2018 **Misión Sol: Volunteer and organizer**
Entertained children in an orphanages by playing, teaching basic art technique and provided them with lunch on a weekly basis.

SKILLS

Computer Programs

Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe Dreamweaver
Rhinoceros / Keyshot

Languages

Spanish — native
English — fluent