



SANDRA FRANCO

Creative Direction

Customer Experiences

Innovation Methodology

Responsive & Adaptive

Agile & Lean

Team Mentoring

// ABOUT

With over 15 years of creative experience, I offer a unique blend of user-centered best practices, innovative visual experiences and a sensitive approach to mentoring my team.

I am driven by work that makes an impact on people's lives. This passion is what drove me to a career in user-centered design.

// CONTACT

sandrafranco.work
linkedin.com/in/sandrafranco
sandrae.franco@gmail.com
773.391.1703

// EXPERIENCE

2017 - PRESENT

Design Lead, User Experience / morningstar - chicago

- ▶ Manage the customer experience, brainstorming sessions, design iterations, and architecture for Morningstar API Developer site
- ▶ Lead product strategy, internal pitches and product development with global team

2015 - 2017

Associate Creative Director, Interaction / closerlook, inc - chicago

- ▶ Led, grew, established all processes for the Interaction Design group, including creative excellence initiatives, interactive component library, usability testing and motivational drivers to improve customer experience
- ▶ Collaborated with creative leads, client services, strategy and technology directors on new business, innovative offerings, ongoing client work, and internal creative talent alignment
- ▶ Mentored designers, facilitate workshops and cross-discipline ideation sessions; marketing analytics and content strategy leads on gathering data that influences innovative solutions; shape project briefs, scope, timelines

2010 - 2015

Senior Art Director / critical mass - chicago

- ▶ Led creative kick-offs, brainstorming sessions, and project oversight for interactive experiences; managed teams of designers, UX architects, copywriters, developers; assembled creative off shore team in Costa Rica
- ▶ Designed user-centered interfaces for heavily complex products for the travel industry (United Airlines check-in and boarding agent application) and the banking industry (USAA member dashboard)
- ▶ Developed digital campaigns for brand awareness, landing pages, other digital channels; streamlined projects to increase client profitability; onsite client and stakeholder management, presentations, new business

2009 - 2010

Art Director / FCB - chicago

- ▶ Developed 360° multicultural campaigns; directed marketing pieces for direct mail, landing pages, out-of-home banners, TV and radio spots

2008 - 2009

Art Director / varitalk - chicago


- ▶ Designed GUI for microsites and mobile application while collaborating with copywriters, audio engineers, and front- and back-end developers to create a seamless experience with agency partners
- ▶ Led site architecture, wireframes, and content development for Varitalk's personalized voice application platform

2006 - 2008

Senior Interactive Designer / manifest - chicago

2003 - 2006

Senior Interactive Designer / designtek1 - chicago



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// CLIENTS



// INDUSTRIES

Automotive	Entertainment	Pharma	Tourism
Finance	Healthcare	Technology	Travel

// SKILLS

Product Design & Management	Design Research Methods
Mobile & Responsive	Usability Testing & QA
Content Strategy	Axure & Sketch Applications
Marketing Science Integration	Adobe Creative Suite
Multi-Channel Marketing	Microsoft Suite
Agile & Waterfall	HTML & CSS Languages
Mentoring & Career Development	Photography, Typography & Color
Off-shore Creative Management	Bilingual Spanish & English

// EDUCATION & PROGRAMS

2017 // Product Management Bootcamp / general assembly

2016 // Innovation through Human-Centered Design / LUMA institute

2015 // Service Experience Conference / IIT institute of design

2014 // Techmanity / silicon valley's tech conference

2013 // EyeforTravel North America / travel industry summit

2012 // How to Sell Creative Work to Clients / design management institute

2007 // How Design Conference

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// ACCOLADES

2014 // HCI Guest Speaker & Judge / illinois institute of technology

2008 // Gold ADDY & AMY Award to Interactive Media / online, mobile marketing