

Francisco Murillo Jr.

Director of Creative Services with extensive branding experience and a knack for creating memorable user experiences. A fan of long bike rides and a homecooked breakfast.

Skills

Practical

- Art Direction
- Creative Direction
- Brand Design
- Graphic Design
- Package Design
- UX/UI Design
- User Experience Design (UED)
- Project management
- Team management
- Account management
- Design Thinking
- Strategy
- Concept Development

Software

- Adobe XD
- Figma
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Google Workplace

Education

B.S. in Communication Design
Honors: Cum Laude

California State University, Monterey Bay

Spring 2016

Foundations of User Experience
(UX) Design

Coursera

April 2022

Work Experience

TMD Creative, Salinas, CA

Co-director of Creative Services | (2021-Present)

- Work closely with VPs of Marketing to develop new ideas and strategies for campaigns.
- Collaborate with agile, multi-disciplinary teams to evaluate the attainability of proposed features and create benchmarks for development.
- Work closely with Engineering team to ensure designs are executed as designed.
- Quickly come up with insightful workflows and simple solutions to complex interaction design problems.
- Oversee multi-department branding campaigns for clients.

Senior Designer | (2018-2021)

- Lead designer on multimedia campaigns.
- Assisted account managers with time and project management.
- Managed all facets of brand management, print design, UX/UI design.
- Onboarded, trained and supervised interns and junior employees.
- Created engaging concepts and designs for several clients from different industries.

Designer | (2016-2018)

- Pitched unique ideas for design projects.
- Collaborated with senior designers and project managers to produce campaigns.
- Produced concepts for print and digital experiences

Freelance, Sacramento, CA

Freelance designer | (2015-Present)