



KARY FRANCISCO

MULTI-MEDIA ARTIST & DESIGNER • PRODUCTION & STUDIO TECH

CONTACT

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 Wyoming, Michigan

 www.createdbykary.com

EDUCATION

Associate of Arts
Grand Rapids Community College
May 2013

SKILLS

Print & Digital Marketing Material
Logo & Promotional Design
Branding & Brand Assets
UX & Website Design
Vinyl Graphics & Signage
Traditional Art • Apparel Design
Custom Printing • 3D Printing
Photo Manipulation & Retouching
Promotional Videos
Illustration • Creative Writing
General Administration

SOFTWARE

Adobe Creative Suite
Microsoft Office Suite
MovieMaker
CutStudio Pro
Access & Business Professional
Symbol • Cura

EXPERIENCE

Graphics & Marketing Director • Highlight Industries | 2013 - Present

- Create advertisements, email campaigns, promotional material, displays, banners, and other marketing material for industrial products and services.
- Capture and edit product photos and demonstration videos and incorporate into marketing material.
- Create appealing layout designs software and operator interface layouts, and other graphics and branding for industrial machinery.
- Design and apply vinyl graphics and labels to machinery, technological equipment, and other equipment components.
- Redesigned and updated company website, made visual and functional improvements, including mobile responsiveness, implementing analytics that increased web traffic, correspondence, and sales leads.
- Design graphics, signage, and displays for the largest packaging show in the nation; represent the company and promote its products and services to prospective clients at the show.
- Interface with sales team to regularly develop new presentations, forms, quote templates, and other sales aides.
- Design and print promotional materials and company apparel in-house.
- Lead the marketing team in further video production and social media promotion.

Graphic Designer • Grand Rapids Comic-Con | 2013 - Present

- Create advertising and promotional designs for each convention, including billboard advertisements, print material, digital marketing information, and the event program.
- Work with local artists to design and print apparel specific to each event.
- Design and create banners, posters, promotional and informational signage for events, including communication with agents to design celebrity guest promotional material.
- Redesigned and updated the convention website, ensuring attendees have an easy user experience when looking for convention guidelines and guest information.

Owner, Designer, Studio Tech • Created By Kary, LLC | 2021 - Present

- Started as occasional freelance work; grew with positive reputation and word of mouth and registered as an LLC within 3 years.
- Develop logos, branding, promotional material, and other marketing assets based on client ideas and requests.
- Design and print apparel, accessories, and various promotional items for clients, using existing branding or customizing and designing to fit specific requests. Offering full concept-to-product design and print services.
- Working with over 20 businesses and teams, local to national, to deliver quality design materials and custom products.

CONTRACT & VOLUNTEER WORK

- Contracted apparel design and print work, and community sponsor, for Wyoming Public Schools & City of Wyoming, MI.
- Designer, foster, and event volunteer for local animal rescues including LuvnPupz, Focus on Ferals, Fig and Friends, and Community Cat Crew.

RECOGNITIONS & ACHIEVEMENTS

- Registered 2nd Degree Black Belt with the United States Martial Arts Association.
- Multiple Dean's List Recognitions with Grand Rapids Community College.
- Perfect Attendance Awards at Macy's and Highlight Industries.
- Feature in GR Magazine in 2015, CanvasRebel in 2022, and Voyage Michigan in 2023.
- Selected as a featured artist for a display at local bakeries in 2020, 2021, and 2022.
- Artist in ArtPrize 2016 National Competition.
- Published author/illustrator.