

FRANCISCO VIVAR

ART DIRECTION // MARKETING + STRATEGY

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VIVARDESIGN.COM

917.435.4182

EDUCATION

Parsons The New School for Design

// Graduating class of 2014

// BFA Communication Design

WORK EXPERIENCE

Freelance Designer

// March 2023 - Present

Wheels Up

// March 2021 - March 2023

// Senior Digital Designer — Collaborated with the marketing team as lead designer, crafting innovative design systems and visual strategies to propel the brand identity of a newly IPO'd private aviation company.

Bloomingdale's

// May 2017 - June 2020

// Digital Designer — Served as a key member of the Men's, Kids, and Home teams, championing user-centric digital shopping experiences for Bloomingdale's. Spearheaded brand consistency across diverse campaigns while mentoring junior designers. Leveraged cross-channel expertise to optimize brand messaging and visual storytelling.

West Elm

// April 2015 - May 2017

// Jr. Digital Designer — Executed comprehensive e-commerce design strategies for west elm, fostering brand recognition through email marketing, UX optimization, and impactful seasonal campaigns.

Major League Baseball

// February 2013 - June 2014

// Design Services — Partnered with Sr. Art Directors, executing key production responsibilities including mechanical file creation, style guide development, and visual audits. Led the design and production of high-visibility All-Star Game and World Series creative.

TECHNICAL SKILLS

// Figma, Adobe Creative Suite, Sketch, Adobe XD, HTML, CSS, Responsive Design

CREATIVE & MANAGEMENT

// Art Direction Brand Identity, Typography, Logo Design, 360 Campaigns, eCommerce Design, Cross-Channel Collaboration

VIVAR