

TAYLOR M. FRANKLIN

Hello! I'm a **Graphic Designer** who loves **visual storytelling** across systems and **crafting artifacts** that spark curiosity.

Check out my portfolio! → Taylormfranklin.com

CONTACT

Taylormariefranklin@gmail.com



Taylor Franklin

EDUCATION

University of Florida

August 2016 - May 2020

Selected as 1 of 20 students to participate in a competitive 2 year upper level design program.

BFA in Graphic Design

Minor in Art History

PROGRAMS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Adobe AfterEffects

Adobe Acrobat

Invision

Figma

DESIGN SKILLS

Logos + Branding

Research + Auditing

Editorial design

Digital illustration

Package design

UX + UI design

App + Web prototyping

Printmaking + Bookmaking

Craft + Print production

MEMBERSHIP:

Vox Graphis (Design Association)

University of Florida

2016 - 2020

EXPERIENCE

Graphic Designer at J. Wayne Reitz Union | May 2019 - May 2020

I created designs for weekly events and campus wide campaigns that were displayed across multiple digital and print media formats. I balanced multiple project schedules and weekly design team meetings while collaborating across university departments to execute design strategies that connected with the student body.

Graphic Design Intern for Cade Museum | Dec. 2018 - May 2019

I worked with the Senior Manager of Exhibits and Visionaries, and the Senior Manager for Membership and Engagement to coordinate and create digital content for social media, print materials for museum events, and branding for high-profile funded campaigns. All done while operating within the museum's established brand guidelines to create consistency, and introducing variation when needed.

Graphic Design Intern for Mint Studio | Aug. 2018 - Dec. 2018

At Mint I worked with local clients needing brand identities and marketing campaign plans for start up initiatives. I formally presented my designs for both the individual and collaborative projects I took on. I compiled research and competitive audits and then worked closely with clients through several rounds of feedback.

Layout Designer for The Fine Print | Jan. 2018 - Dec. 2018

For each seasonal issue, I took on multiple spreads and formatted the written and visual content to fit the tone of the articles and simultaneously reflect the magazine's grass roots voice and branding. I shadowed with the magazine's Editor in Chief and met consistently with them to prep current issues for production and approve layouts from the rest of the design team for print.

RECENT EXHIBITIONS

Ligature 29 [2020]

→ **Awarded Best Senior Work** for *Women of Print*
(Juried and awarded by designers Meg Lewis and Tad Carpenter)
Libby Gallery, Gainesville, FL

Ligature 28 [2019]

(Juried by designers Eddie Opara and Alexandra Zsigmond)
Libby Gallery, Gainesville, FL

Art Bash [2017, 2018]

UF Fine Arts College, Gainesville, FL

Intermedia [2017]

The Fine Print Magazine, Gainesville, FL