

Taylor M. Franklin

WEBSITE

TaylorMfranklin.com

Hello! I'm an Art Director and Designer based in Portland, OR who loves storytelling across systems. I have a passion for the whimsical and unexpected especially in Brand Design.

CONTACT

Taylormariefranklin@gmail.com



Taylor Franklin

EDUCATION

University of Florida

August 2016 - May 2020

BFA in Graphic Design

Minor in Art History

PROGRAMS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Adobe AfterEffects

Figma

Google slides

MS Teams

MS PowerPoint

SKILLS

Art direction

Brand design

Design research

Competitor auditing

Trend forecasting

Editorial design

Illustration

Typography

Packaging

Merchandising

Print Production

UX/UI

App + Web prototyping

Motion design

Photography

EXPERIENCE

Art Director & Designer at Swift | Jun. 2021 - Current

- Creating social, and OOH digital and print designs for client projects using the Adobe suite, Figma, and physical production
- Art directing, coordinating, and photographing for on-site brand shoots before editing selects to deliver to client
- Working with internal teams to concept, execute briefs, and walk clients through deliverables and expectations
- Balancing multiple monthly content project deadlines
- Exporting, test posting, and delivering final assets for digital, print, production, and legal approval
- Directing and designing for social media, brand campaigns, merchandise, and pitch decks for multiple brands including Venmo, Paypal, Google, IBM, Lululemon, Waze, Starbucks, Gatorade, and Microsoft
- Maintaining and expanding brand tone of voice for clients
- Forecasting trends and integrating brands where compatible

Creative Intern at Wix | May 2021 - Jul. 2021

- Focused on branding and design for web platforms
- Concept multi-page websites using Figma and developed final products with html coding and front end web building
- Worked with coding team and design directors to execute front end design
- Pitched brand visuals and tone of voice for approvals
- Directed UI flow and implemented designs

Designer at University of Florida | May 2019 - May 2020

- Designed for the University's social platforms
- Designed environmental and spacial designs
- Designed and prepped files for print for University apparel
 - Collaborated across university departments to concept branding and print/digital deliverables for events and University initiatives

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

- Worked with the Senior Manager of Exhibits, and the Senior Manager for Membership and Engagement to coordinate and create digital content for social media, print designs for museum events, and branding for high-profile funded campaigns
- Operated within the museum's established brand guidelines to create consistency, and expanded when needed
- Created branding for events and different social content franchises
- Prepped design files for print production and test posted digital files for social

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

- Designer multiple spreads for each seasonal editorial issue
- Formatted the written and visual content to reflect the magazine's voice and branding
- Worked closely with the magazine's Editor in Chief to prep issues for production
- Provided edits and approvals for layouts from the rest of the design team and ensured they were print ready