

FRANCESCA PECQUEUR

Hi, I'm Francesca, I have been a creative designer for 10 years working in London, Vancouver and Glasgow.

I have experience in both digital and print based graphic design, illustration, papercraft, photography, simple animation as well as brand marketing and social media management.

I have worked across a wide range of brands and sectors, both in agencies and in-house, including FMCG, healthcare, finance, automotive, event coordination, real estate, social media and B2B.

EXPERIENCE

Creative Designer – Frog Systems, Glasgow

January 2022 – Present

In-house design role working across all aspects of the business including a re-brand, digital and print based marketing, social media content, web design, reports, events. Day to day tasks include collaborating with the Dev team on websites and apps, supporting the Marketing and Sales teams and working with external printers and events organisers whilst managing workload and timelines.

Design & Marketing Coordinator – PortLiving, Vancouver

January 2019 – March 2020

As Design and Marketing Coordinator, primary responsibilities included developing ideas, branding and graphics for project marketing. As well as printing and production of marketing materials and maintaining and applying the PortLiving brand. Day to day work involved working across project branding, positioning and strategy, email campaigns, management of social media channels, working alongside the sales team and working with external vendors and partners.

Design Manager – Golin, London

July 2016 – October 2018

Mid-weight design role, leading on creative and design concepts, working live events and working on new business proposals. Marketing for the agency via print and digital outputs. Managing junior members of the team and assisting with the running of the design team. Clients included Siemens, Adobe, Patron, Npower, Evian, Heniz, Cadbury, Magnum, Toblerone, Dimension Data, and Danone.

Junior Designer – Golin, London

May 2014 – July 2016

Daily tasks included concept and design across social media platforms, new business and digital campaigns for a range of FMCG, rail and automotive clients. Creative outputs included creating stop motion animations, illustrations, paper craft and photography. Clients included Great Western Railway, Smirnoff, Toblerone, Carte Dor, Honda, Adobe.

Digital Design Apprentice – Golin, London

January 2014 – May 2014

Day to day role included researching and helping to come up with creative ideas for clients, working to design and create content and supporting the senior design team.

EDUCATION

Leeds Arts University

September 2010 – June 2013

2.1 BA Hons Graphic Design

Chelsea School of Art

September 2009 – June 2013

Art Foundation Diploma

SKILLS

Adobe Creative Suite
Photoshop, Illustrator, InDesign,
AfterEffects

Branding
Concept Development Illustration
Design for Social Media
Marketing
Email Campaigns
Presentation Design
Content Planning
Print Production
Papercraft
Event Coverage
Screen Printing
Photography
Website Graphics

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References available on request.