

angela nichole frankson

finding elegant solutions to difficult design problems

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design experience

western retail advisors commercial real estate
graphic designer

may 2021–june 2022

- update macro and micro aerial maps designed with Adobe Creative Suite and other marketing material (eblasts, brochures) for commercial real estate brokers, verifying that logos are updated as well as locations are accurate for current businesses
- update and manage the symbols library on an ongoing basis
- gather and update materials (maps, vector-based strategy maps, brochures, area demographics) for market tours
- pull demographic reports from ESRI
- set up KMZ/KML Google Earth files for interactive maps
- design and update marketing maps for large retail centers

fastSIGNS sign and design company
graphic designer

november 2020–current

- designed a multitude of signage products including: cut vinyl lettering and simple graphics; printed vinyl for multi-color design; designs to be directly printed in aluminum, e-panels, acrylic, and coroplast
- frequent design of business cards and ordering them through a popular trade website
- set up files to send to other contacts for outsourced production of large-format signs and building signage
- set up and often convert customer files for print and/or cut
- set up a proof for each job for customer approval
- set up permits for governmental approval of outdoor signage
- interpreted customer instructions and ask relevant questions to design a satisfactory product when initial instructions were unclear
- worked with the sales and production teams to consistently produce high-quality graphics and foster a good working relationship with all team members
- managed a fast-paced workflow where priorities shift frequently and multiple jobs were currently in production

lee & associates commercial real estate
graphic designer

september 2018–june 2020

- updated brochures and marketing material for commercial real estate brokers
- filled out templated property brochures
- designed custom brochures for high-visibility properties
- designed and scheduled templated and custom email marketing campaigns through Firedrum email marketing platform
- maintained the calendar for eblast scheduling
- overhauled the eblast scheduling procedure to add clarity and consistency
- designed and illustrated site plans and leasing maps based on aerial photographs
- edited property maps as needed in support of the research department
- worked with other marketing teams to brand properties if branding did not previously exist
- edited and recreated floorplans from old versions
- designed large-format banners for leasing/for sale properties
- designed promotional material for individual brokers
- coordinated with outside vendors to produce brochures and other promotional materials
- balanced the work load of 40+ individual brokers across the office between self and another designer in a fast-paced environment which required quick turnaround for production

social ally consulting
graphic designer

october 2016–september 2018

- creating custom content for clients, to be posted on the major social media sites: facebook, twitter, instagram, and pinterest
- designing print assets such as brochures, business cards, posters, and flyers
- logo design and creation of branding guidelines for clients

craft+brand graphic design
owner
freelance design

committee for colour & trends / fashionFACTSfolio
may 2012–april 2017

- redesign of website and rebrand of logomark
- ongoing and consistent content set-up and posting to a WordPress CMS for a fashion forecasting service, catering to fashion designers
- photo retouching for retail and trade fair photos
- organization and creation of galleries for each post
- site maintenance and technical support for client
- post deletion and organization of WP CMS
- design of promotional pieces for distribution at trade fairs
- design and circulation of Constant Contact updates to clients
- migration of site to Squarespace hosting in february 2016

skills

overview

- deep appreciation for the design process, with an emphasis on exploring concepts by hand before using technology
- strong research and in-depth brainstorming skills
- focused attention to detail
- excellent writing skills
- experience designing marketing & social media campaigns
- knowledgeable in both print and web layout
- empathetic to and works well with others
- values curiosity and learning

specific

- typography
- logo and branding design
- book layout design
- information visualization
- photography
- photo retouching
- social media marketing
- project management
- website/ux design

technical

- adobe® creative cloud 2022 on both mac and windows
- apple operating system
- windows operating system
- microsoft office
- arcGIS pro
- google earth
- nearmap aerial satellite imagery
- buildout marketing platform
- mailchimp, constant contact, & firedrum email marketing platforms
- all modern browsers
- wordpress (self-hosted)

education

bachelor of science

- visual communication design

arizona state university
graduation may 2010

bachelor of arts

- political science

arizona state university
graduation may 2003