

Francisco Carrasco

Creative/
Art Director
Seville
University



currocarrasco.com

- Miami
- 3057442303
- hello@currocarrasco.com
- currocarrasco.com

SKILLS



EXPERIENCE

RocketDogCreativeStudio - Art Director (2022 - now) USA

Cosentino USA - Sr. Graphic Designer (2017 - 2022) USA

LINKS Worldgroup Agency - Creative (2015 - 2017) USA

STONE & EQUIPMENT - Creative (2015 - 2017) USA

Estudio Rana - Creative (2015 - 2015) SPAIN

Kronos Kapital Real Estate - Creative (2014 - 2015) POLAND

ACADEMY

Aarhus University - 1 year away program (Denmark)

International Internship - 1 year away program (Warsaw)

Seville University - Advertising and PR degree (2010-2014) Best Art Direction Prize



EXPERIENCE

RocketDogCreativeStudio - Art Director (2022 - now) USA

- Develop conceptual design for 360 campaigns and web products
- Create presentation and pitch decks
- Work with scalable design systems that are on-brand
- Lead in creative work to bring clarity and design solutions
- Execute solid interactive designs that innovate and answer our clients needs
- Absorb, adapt and Conver bran aesthetic
- Work as a team in large accounts and partake in feedback, enhancement discussions
- Concept ideas whether it be paid media assets, email, social, design systems, etc.
- Collaborate with copy team to ensure harmony between visual and content
- **Markets: Fragrance, Real State, Electronics, Food**

Cosentino USA - Sr. Graphic Designer (2017 - 2022) USA

- Develop extremely innovative and sophisticated original creative concepts for campaigns, videos, print, digital and interactive media that reflect strategy and are compliant with Cosentino brand.
- Think creatively to propose innovative creative solutions to business needs, product launches, and marketing requests.
- Create a wide variety of visual assets in all media including print, video, web and interactive.
- Be able to understand consumer insights and marketing briefs and be able to provide strategic and breakthrough creative solutions that deliver on the brief and ladder up to our brand platform.
- Manipulate photography in Photoshop according to brand guidelines. Ensure that all final files are properly created, labeled and filed in the image library.
- Be able to think conceptually and put together video ideas and storyboards for product and brand videos.
- Collaborate with Senior Designers and Copywriters to ensure all work is consistently meeting creative brand standards.
- Supervise all aspects of photo shoots including budgets, photographer selection, casting, shot selection, scheduling and art direction.
- Effectively manage projects and workload on a variety of projects from simple to complex multichannel campaigns.
- Successfully manage a large workload while bringing fresh direction and insight for a large variety of projects.
- Offer creative solutions that meet operational requirements such as materials, durability, etc.
- Procure necessary approvals through reviews with Creative Leadership prior to creative presentations to business owners, marketing reps and external partners as needed.
- Ensure delivery of wide variety of projects on time and within given budgets.
- Accurately track project timelines/deadlines and creative hours.
- Have a keen eye for detail, and ensure that all projects are released error-free to vendors and meet the highest possible production standards.
- **Markets: High Interior Design**



currocarrasco.com

EXPERIENCE

LINKS Worldgroup Agency - Creative (2015 - 2017) USA

- Collaborate across marketing and the firm to deliver strategic branded marketing material
- Distill marketing strategies and complex ideas/insights and data into strategic marketing solutions and outputs
- Lead and craft simple, creative, easy to understand content for digital delivery that positions the brand as a thought leader and drives conversations between business partners and their clients including
- Actively take ownership of multiple projects within tight timeframes and follow-through from concept to final launch
- Create solutions that meet measurable business goals and merchandising objectives according to requirements
- Examples of deliverables: interactive and static infographics; live action and motion graphic animated videos; responsive website/page design and micro sites; rich media/interactive ad units; digital ads and lead generation campaigns; and HTML emails (and some analog experiences, too, including: event scenic and engaging client experiences and a vast range of print collateral materials)
- **Markets: Airplane, Bank, Tourism, Charity**