

FRANCISCA RUFF

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Visual designer with over 10 years experience in graphic design and illustration, as a freelancer as well as in-house.

Detail-oriented, creative and methodical. Excellent at adopting and learning different styles to communicate clients needs.



WORK EXPERIENCE

Graphic Designer . Freelancer

2015 – Present

- *Precision Nutrition*. Client briefing, concept development and visuals for explainer videos for world's top nutrition- and life coaching company. Ongoing projects since 2015. Work on very tight deadlines.
- *Bodymind Therapy*: Visual identity and design for psychosomatic therapy. Print material, basic animation and video editing, website. Ongoing projects since 2019.
- *Isla Coffee*: Package identity and print material for sustainable coffee shop. From market research and conception to design, cost management and print production.

Graphic Designer . Studio Grau, Berlin

2014 – 2015

- Responsible from conception to prototype design and print production for *Mixology* magazine and various publishing houses, including *Metrolit* and *Rogner & Bernhardt*.
- Focus: illustrations, icons, layout and cover design.
- Close work with designers, printers and clients in fast-paced environment.

Graphic Designer . Wednesday Paper Works, Berlin

2012 – 2014

- Konzeption, Design und Druckproduktion für Verlage, darunter Rogner & Bernhardt und Kein und Aber.
- Entwicklung von Papeterie.
- Schwerpunkte: Illustrationen, Icons, Layout und Cover-Design.
- Enge Zusammenarbeit mit Designern, Druckern und Kunden.

Graphic Designer . Freelancer

2009 – 2012

Self-initiated projects in corporate identity using design thinking process. Included creation of logos, illustrations and label design.

Graphic Designer . Ensemble, Santiago de Chile

2004 – 2007

- Responsible for branding of *Explora* hotels in packaging, print material and digital, such as newsletter and website.
- Great understanding and application of branding guidelines.
- Working one-to-one with clients.

EDUCATION

Motion Design . OfG

Mar 2021 – May 2021 (part-time study)

120+ hours of online training focusing on the basics of animation and motion design. Interface, compositions, use of video and audio elements, keyframing and transitions, masking, motion tracking, chroma keying and use of cameras.

UX Design . CareerFoundry

Feb 2020 – Dec 2020 (part-time study)

800+ hours training specialized in UX process and methodology, data driven approaches as well as prototyping and wireframing. Program ended with a portfolio case study showcasing the process from research to hi-fidelity prototype.

BA of Graphic Design . Inst. Profesional Duoc

2000 – 2004

SKILLS

UX Design

Competitive analysis
User interview
User personas
User tasks & flows
Information architecture
Prototypes & wireframes
Usability testing
Design guide

Graphic Design

Conception
Illustration
Visual identity
Branding
Typography
Layout
Storyboarding
Animation

Languages

Spanish (native)
English (advanced)
German (intermediate)

Software

Photoshop
Illustrator
InDesign
After Effects
Figma
Adobe XD
Powerpoint