

Francheska Torres

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SKILLS

Adobe Master Collection; Microsoft Office Suite; Autodesk; Maya; 3ds MAX; ZBrush; InDesign; Flash; HTML; ACT; Auto CAD

EDUCATION AND TRAINING

Westwood College
Bachelor of Animation/Graphic Design

PROFESSIONAL EXPERIENCE

Atlas Media

Hotel Impossible

Design Assistant

04/12 – Present

- Worked with Lead Designer on Reality TV program for Travel Channel improving struggling hotels.
- Scouted locations around the U.S. providing interior design concepts and improvements utilized on the show.
- Supported Lead Designer in all aspects of each episodes remodel (Painting, upholstery, construction & crafts).

Freelance Work

05/08 – Present

- Conceptualized, storyboarded and created/edited numerous Flash animations
- Designed various websites using Dreamweaver, Photoshop and HTML
- Utilized InDesign and Photoshop for the creation of brochures, photo manipulation and resume design

2121 Productions

Executive Production Assistant

04/09 – 05/12

- Participated in decision making in the creation and production of numerous web and film projects
- Performed various roles on-set (boom mic operation, sound check, set dressing)
- Updated and maintained director's schedule

Palisades International

Senior Managerial Assistant

08/08 – 04/09

- Updated sales forecasts, create and proof vendor contracts, process documentation for the introduction of new products
- Assisted with facilitation of a major merger, processed cross market product coding, converted acquired company's product lines
- Supported multiple Business Managers in managing A&P/Own Brand vendors

Incent One

Assistant Manager

01/06 – 08/08

- Led department in group sales of incentive gift certificate bundles for Fortune 100 corporations
- Facilitated in the establishment of Helpdesk along with the creation and implementation of all department policies
- Created all training literature for Helpdesk new hires and facilitated new hire training
- Liaised in interdepartmental capacity by troubleshooting customer account issues

Publisher Circulation Fulfillment

Operations Lab

12/04 – 01/06

- Provided guidance to customers regarding various clients' products and promotions that fit the customer's needs
- Tested new technologies (iPhone call/software interface) and provided detailed explanations of issues for app developers