

Francheska Torres

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Input | Learner | Strategic | Individualization | Achiever

A natural problem solver and communicator, I have used my varied experiences to always learn. Knowing when to rely on established solutions and when to innovate is key to understanding that, sometimes, you need to try and “reinvent the wheel”. As a designer, I have always found joy in understanding not only the visual aesthetics but also what lies beneath to make that digital image exist. For me, discovery is an endless source of enlightenment, mastery is an endless source of accomplishment.



francheskatorres.com



[linkedin.com/in/
francheskatorres83/](https://www.linkedin.com/in/francheskatorres83/)

Skills

Coding

HTML, JavaScript, JSON,
CSS, AngularJS

Project Mgmt

ServiceNow, ITIL,
SDLC(Agile, SCRUM,
Waterfall), Staffing/Budgets

Animation/Design

Maya, 3ds Max, ZBrush,
Adobe Creative Cloud Suite

Education

IT ServiceNow Bootcamp
07/2021-Present

Westwood College
Animation & Graphic Design

Experience

Freelance

Field Mgr./Promotions

09/2012 – Present

- Recruited, hired & supervised activation teams for sales and marketing promotions
- Customized design layouts for trade show event spaces for an individualized experience
- Coordinated with client and venue to upsell event space features improving client impact

BarkingDog Social Media

Lead Artist

12/2014 – 03/2016

- Designed custom websites, logos and other graphic media for clients
- Provided photo manipulation, retouching & color correction services
- Advised clients on optimizing visual aspects of their brand on social media

Atlas Media

Design Assistant

02/2010 – 12/2014

- Strategized with Lead Designer for TravelChannel TV show to save struggling hotels
- Scouted global locations and provided interior design concepts to revitalize business
- Directed construction crews when Lead Designer was unavailable

Incent One

Assistant Mgr.

03/2005 – 09/2009

- Regularly achieved Top Sales accolades for gift certificate packages to Fortune 500 clients
- Designed exclusive gift certificates/gift cards bundles for clients increasing sales by 15%
- Created company's Helpdesk, including design of all training literature and materials