



Carlos Fernando Franco Art Director

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Skills Experience in all aspects of the creative process through various mediums, from the developmental stages to working with the production team and account management ends.

Design: Adobe Creative Suite CS3-4, QuarkXPress, Print Production & Microsoft Office
Languages: Fluent in Spanish

Experience **Mission Street Athletic Club:** Founder, Creative Director The “revival” of athletes and teams in their moment of greatness. Designs and projects are focused on classic aesthetics re-introduce into the world of contemporary leisure apparel.

Independent freelance: October 08' - Present

Momentum Worldwide: Freelance • Art Director, March 08' - October 08'

- **ACUVUE:** Event Installation, Print Collateral, Ad Campaign “DID YOU SEE THAT?”
- **Verizon Wireless:** Event Installation, Print Collateral “How Sweet the Sound”
- **GDX, Game Day Experience:** Event Installation, Prudential Center, Print Collateral, Microsite Design

Off the Cuff Studios: Freelance • Associate Creative Director, September 07' – January 08'

- **ESPN:** Winter X Games XII Viral Campaign “Buttermilk is Alive”

BBDO NY: Freelance • Art Director, January 07' - July 07'

- **Home Box Office:** HBOvoyeur, Print and Web Collateral
- **GlaxoSmithKline, Avandia:** ICAN Marketing Program, Print and Web Collateral, Television

Athorn, Clark & Partners: Art Director, Graphic Designer, March 04' - October 06'

- **Cramer Amdocs OSS Telecom:** Brand and Web Relaunch, Print Collateral
- **CMP Media:** Magazine Publishing
- **Advantedge Healthcare Solutions (AHS):** Brand and Web Relaunch, Print Collateral
- **Tyco Fire and Security:** Print, Web Collateral
- **Nomura Financial:** Print, Web Collateral
- **KEMET, Consumer Electronic Capacitors:** Brand and Web Relaunch, Print Collateral
- **GlobalOptions Group:** Brand and Web Relaunch, Print Collateral

Other Freelance, Art Direction

National Football League
Euro RSCG
AgencyRX
Fahrenheit 212° a Saatchi & Saatchi company
SS+K

Education **Pratt Institute:** B.F.A. Communications Design 2002: Major - Art Direction
AdHouse NY 2009: Portfolio Development, Copywriting

Awards & Activities 2004-Present, **Bowery Football Club:** Board of Directors
2008 **Leary Fire Fighters Foundation:**
Helped Rebuild NOFD Engine House No.7 Hurricane Katrina Relief New Orleans, LA.

2006-2007 **Manhattan Kickers AYSO:** Boys U-13 Head Coach

The 8th Annual One Show Student Exhibition 2002:
Pratt Institute Nominee: Tabasco and PowerBar Print Campaigns

American Institute of Graphic Arts (AIGA):
2002 Pratt Institute Non Design Exhibition

1999 - 2002 **Pratt Institute Varsity Soccer NCAA Division III:** 2000 - 2002 Captain