

FRANCESCA SALAS

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Portfolio: <https://openlab.citytech.cuny.edu/francesca-salas-portfolio/>

GitHub: <https://github.com/Franchess23>

PROFESSIONAL SUMMARY:

Creative and driven Communication Design student with experience in graphic design and UX research. Proficient in Adobe Creative Suite, Figma, and HTML/CSS. Strong attention to detail and ability to work collaboratively.

EDUCATION:

New York City College of Technology

Bachelor of Fine Arts in Communication Design

New York, NY

Expected June 2024

• **Cumulative GPA: 3.6/4.0** Honors Scholars: Dean's List (Spring 2022, Fall 2022, Spring 2023)

Relevant Coursework:

- Typography
- Design Issues
- Logo/Visual Identity
- Print Layouts and Publications

WORK EXPERIENCE:

B. Stuyvesant Champagne

Graphic Design Intern

New York, NY

Jan 2023- Apr 2023

- Created print and digital materials using Adobe Creative Suite and Canva
- Collaborated with the manager to develop compelling visual material
- Developed several design templates using Adobe Photoshop, Illustrator, InDesign, and Canva that were later used for social media and website campaigns

CUNY New York City College of Technology

UX Research Interviewer

New York, NY

Dec 2022 - Jan 2023

- Conducted face-to-face interviews with students and staff members using strong ethical standards
- Explained the interview and voice recording process to participants and obtained informed consent
- Completed empathy maps and synthesized research notes to identify trends and key insights
- Maintained accurate records and high-quality data

CUNY New York City College of Technology

Peer Mentor

New York, NY

August 2022 - December 2022

- Assisted and mentored City Tech 101 Workshop participants throughout the semester
- Conducted weekly office hours and helped plan events to support students' academic success
- Attended bi-annual training and monthly meetings to stay up-to-date on best practices and program developments
- Regularly communicated and collaborated with faculty members and FYP staff to ensure effective student support

Company Ventures - REBORN FARMS

Assistant Project Manager Intern

New York, NY

July 2022 - August 2022

- Assisted with creating engaging visuals for farm engagement, increasing social media engagement
- Managed a subset of the project, overseeing the successful completion of deliverables on time and under budget
- Conducted regular check-ins with team members and stakeholders to ensure alignment and progress

LEADERSHIP & EXTRACURRICULAR

CUNY - New York City College of Technology
Art and Design Club

New York, NY
August 2022 - Present

SGA Senator of Technology and Design

August 2022 - January 2023

LICENSES & CERTIFICATIONS

New York Jobs CEO Council & CUNY

User Experience, (UX) Microcredential, Visual Design, Human-Centered Design, Intercultural Fluency

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint, Word), Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe, Dreamweaver, Figma, HTML5, CSS, JavaScript, Responsive design, User experience, User interface, Wireframing, Visual Studio Code, Social Media Platforms (Instagram, Twitter, Facebook, YouTube), Fluent in Spanish.