

Vernon Francis

Graphic Designer

As a graphic designer with 3 years of experience, I have honed my skills in visual communication, project management, and attention to detail. I hold a self-learnt talent in Graphic Design and possess expertise in Adobe Creative Suite. I am eager to utilize my knowledge and experience to excel in a role as a Graphic Designer.

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Professional Experience

2020 – 2022

Graphic & Digital Marketing Associate / Social Media Associate

Marisule, Castries, St. Lucia.

- Successfully created & executed effective online marketing & advertising strategies, resulting in significant growth in sales.
- Designed the business's logo and promotional posters, utilizing my skills in graphic design to create compelling visual assets that resonated with the target audience.
- Led the development and implementation of a customer referral program, resulting in a significant increase in repeat customers and word-of-mouth referrals.

2019 – 2020

Web Developer & Graphic Designer

Pointe Seraphine, Castries, St. Lucia.

- Built the business's e-commerce website from scratch, utilizing my knowledge of WordPress and coding to create a user-friendly and visually appealing online storefront.
- Designed the website's posters and banners, utilizing my skills in graphic design to create compelling visual assets that aligned with the business's and marketing goals.
- Updated the website's inventory regularly to ensure accurate product availability and pricing information for customers.
- Edited product photos to optimize their appearance on the website, improving the overall user experience and driving sales.

Education

2022

High School Diploma

Vide Bouteille, Castries, Saint Lucia.
Graduated Castries Comprehensive Secondary School.

Present

Associate Of Computer Information Technology

Sir Arthur Lewis Community College.

Key Skills

Photoshop



Illustrator



Final Cut Pro



Microsoft Office



WordPress



HTML, CSS, C++ & JS
(troubleshooting included)



Additional Skills

2020 – Present

Freelancer Graphic Designer

Castries, St. Lucia

- Collaborated with various clients and local artists and DJs as a freelance graphic designer.
- Created visually appealing and effective designs for a range of design projects, including branding, print materials, social media graphics, and web design.
- Contributed to the success of various projects and clients through effective design solutions. Continuously seeking opportunities to hone my skills as a graphic designer and explore new challenges in the field.
- Demonstrated strong design skills and attention to detail, earning a reputation for delivering high-quality work and meeting project deadlines.

2022 – Present

Brand Owner

Castries, St. Lucia

- Established an upcoming lifestyle clothing brand that seeks to embody the values, aspirations, interests, attitudes, and opinions of a diverse group of individuals for marketing purposes.
- Conducted market research to identify the target audience and understand their preferences and needs. Developed the brand identity, including the name, logo, and overall aesthetic, to align with the values and aspirations of the target audience.
- Designed and sourced the clothing products, ensuring high quality and fashionable designs that align with the brand's messaging and aesthetic.
- Developed and executed marketing strategies, including social media campaigns and influencer partnerships, to generate buzz and anticipation for the upcoming brand launch.

Entrepreneurial Mindset

Go-to-Market Planning

Teamwork & Collaboration

Digital Analytics

Problem solving

Team leadership

Communication

Continuous learning

Critical thinking

Marketing and sales Financial

management

Creativity Adaptability

Time management

Certifications

- ❖ CISA Cert Prep: 4 IT Operations, Maintenance, and Service Delivery for IS Auditors.
- ❖ HTML Essential Training
- ❖ Designing an Authentic Brand



In Addition, I Am Currently Working On Improving My Videography And Photography Skills To Broaden My Creative Skill Set.