

Franco Paolo Failoni

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MY PORTFOLIO

<https://fpfproductions.com>

SOCIAL MEDIA

<https://behance.net/FpFproductions>

<https://linkedin.com/in/franco-paolo-failoni-velasco/>

OBJECTIVE

To establish myself at any corporation, company, project, or work program, I will use my artistic abilities, experience, and methodologies knowledge to the fullest extent while constantly seeking professional and personal growth.

WHAT I CAN BRING TO THE TABLE / WHY I'M A GOOD FIT FOR THE ROLE

I am a professional graphic designer with **over 20 years of experience** in various design fields or areas. I have worked as an in-house hired talent for some good advertising agencies, development companies, and private businesses. From 2012 onwards, I had the opportunity to start and establish my design firm enduring the different challenges, experiences, and rewards that involve working as a total independent freelancer thus, acquiring good/excellent client relationships in time and guaranteeing ongoing work projects, some of which have lasted for more than 10 years.

These past 12 years working as an independent creative designer and graphic advisor have given me valuable experience and tremendous self-disciplined work performance in different design fields. I have dealt directly with the client and understand the importance of good project management, which leads to the fulfillment of planned goals and the satisfaction of both parties.

I have built from scratch as well as collaborated in the design and dev of **more than 30 web media projects** since the year 2007, including sites, presentations, digital banners, online catalogs, landing pages, newsletter web campaigns, animated intros, and user digital gadgets to name some.

I have an online portfolio & website showcasing the finest selection of almost **50 professional published works/projects including print, web, video, illustration, and multimedia** creations so far, which began its construction in 2011 and has been evolving and updating to its final and most recent version in 2021. My website & portfolio design and dev project are live-proof and represent the most important, elaborate, and challenging completed works in my career.

CURRENT JOB POSITION

Warehouse Operations Agent. CENCORA Inc. - ALLIANCE HEALTHCARE (Distribution) Ltd. Belfast, Northern Ireland, UK. **18/08/2021 – Today**

Working for a worldwide, multinational distribution of medicines company in the pharmaceutical and healthcare industry sector, as a warehouse operative agent for the *Goods Outbound Department*. As such, among my principal duties are the scan pick of specific medical products from a very large library stock area facility and according to order print request; protective packaging of goods; bagged orders route distribution and portering; large bulk stock allocation and put away.

WORK EXPERIENCE

Freelance Creative Consultant & Designer. FPF PRODUCTIONS **15/01/2012 – Today**

Corporate Image & identity development projects (including but not limited to logotype creation, brand identity, stationery sets, corporate manuals, brochures, flyers, banners, advertising ads, magazine & newspaper ads, presentation cards, restaurant menus, corporate folders, posters, billboards, covers, etc.)

Web design & development projects (more than 10 modern fully designed and developed websites, Front-End UX/UI design, customization, and integration. Animated and dynamic presentations, digital catalogs, PDF online brochures, banners, and self-promotional video creations)

Currently working on the re-edition and reconstruction of different past projects to be promoted as modernized web works, professional displaying and educational material samples, and video production content for my portfolio & blog.

Creative Director & Senior Designer. TOURPASSCARD. Caracas, Venezuela **04/02/2009 – 31/12/2010**

Front-end UX/UI design and layout of templates for websites, newsletters, landing pages, etc. 2D motion graphics and animation work. Web banner advertising campaigns design and development. Final art production for different print media requirements such as magazine advertising ads, newspaper advertising ads, posters, stationery development, corporate image & identity development, etc.

Senior Web Designer. ADVERWEB. Caracas, Venezuela **01/04/2008 – 31/01/2009**

Full dynamic front-end development in ActionScript 2.0 & 3.0, UX / UI design, adaptation, and adjustments to Adobe Flash templates directly bought and downloaded from coolhomepages.com and templatemonster.com

Front-end UX/UI design and layout of dynamic animated websites, development of location maps, and digital user gadgets.

Graphic & Web Designer. SERVICIOS NETOSFERA. Caracas, Venezuela **15/03/2007 – 30/03/2008**

Front-end design and development of hybrid websites (HTML/CSS/AS2) integrated with 2D animated motion graphics UX / UI. Design and layout of HTML/CSS templates.

Concept art, logotype design, corporate identity and image development, branding, final art production, etc.

Graphic & Web designer. DIARIO EL UNIVERSAL (EUD). Caracas, Venezuela **12/01/2006 – 28/02/2007**

Conceptualizing and designing internal advertising campaigns promoting specific sections and services in the classifieds appended body parts inside the daily newspaper.

Final art production for print media requests such as magazine covers, advertising ads, posters, brochures, flyers, rollup banners, etc.

HTML/CSS template design and layout, static and dynamic animated GIF banners development, and web-branding campaigns support.

Graphic Designer. CALVO ADVERTISING SERVICES. Caracas, Venezuela **05/04/2005 – 30/12/2005**

Creative department general support to final art production and other main tasks including logotype design, art conceptualization, corporate identity and image design and development, rollup banners, catalog design layout, packaging planning, etc.

Graphic Designer & Photolith Layout Operator. GRUPO IMFINCA IMPRESORES. Caracas, Venezuela **17/03/2004 – 29/03/2005**

Final art layout and deployment before digital and offset pre-press printing process output.

Design and produce final art for internal printing house requests such as advertising ads, advertising ads, calendars, postcards, posters, brochures, magazine covers, etc.

Graphic Designer. COMERCIAL MONVEN. Caracas, Venezuela **16/04/2003 – 31/01/2004**

Main company's catalog and brochure production, vector design of swimsuits & children's clothing under authorized representation from world-licensed brand *SANRIO Ltd (Hello Kitty & Friends)*

Final art production for packaging, stickers, and fine-tag labels.

Illustration Consultant & Modeler. VISOARQ. Caracas, Venezuela **01/03 – 20/11/2000**

Brochure illustration works and creation of Venezuela's scaled model exhibit pavilion for *PDVSA / OPEP World Summit 2000* celebrated in Venezuela that same year.

WHAT I AM GOOD AT

Visual Communication [Logotype creation, corporate brand image & identity development, advertising campaigns conceptualization, artwork creation, typography analysis, work, and selection, etc.]

Print media implementation [Design & dev of CMYK final artworks for any design piece like advert ads, banners, stationery sets, brochures, magazines, flyers, covers, menus, catalogs, billboards, garment design, etc.]

Web media implementation [Design & dev of RGB final artworks for any social media design and publishing, web campaigns, GIF banners, PDF online presentation, digital magazine, etc.]

Web design & development [100% RWD construction using the latest technologies of Front-End development and CMS software]

Video production & animated presentation [Motion graphics design and development, brand video design and/or editing, 2D & 3D animation]

Professional Painting & Illustration [Old school style using traditional plastic expression materials or new era digital style using digital brushes and pen pressurized tablets]

TECHNICAL-RELATED SKILLS

Mac OS / PC Windows Operative Systems, Adobe Creative Suite CS, Adobe Creative Cloud CC, Cinema 4D, UX & UI, HTML5 / CSS3, CMS software like WordPress, Joomla or Drupal, Open-Source Frameworks like Bootstrap or W3CSS, cPanel File Manager, PhpMyAdmin (basic-level), MySQL DB (basic-level), FileZilla-FTP, Microsoft Office 365

PERSONAL AND JOB-RELATED SKILLS

Project requirement analysis, researching, and prioritizing. Maintaining service level commitments to achieve in full both client and employer satisfaction. Team-working spirit with a persuasive, outgoing, energetic, and problem-solving attitude. Strong attention to detail, flexible approach, and always willing to learn and achieve new tasks and procedures.

EDUCATION

Master's Degree. Diploma: Web, Multimedia & Motion Graphics @ CENTRO DE DISEÑO DIGITAL DE CARACAS CDD. Caracas, Venezuela. Intensive +1000 academic hour studies program. March – December, 2005

BFA Degree. Diploma: Graphic Designer & Illustrator @ JOSE MARÍA VARGAS UNIVERSITY. Caracas, Venezuela. College studies. January 1992 - December 1997.

CERTIFIED COURSES

Motion Design Foundation – Motion graphic design and animation latest creative skillset fit for the real-world industry and design market @ CREATED ACADEMY—London, January 21st – April 23rd, 2021.

WordPress 4.3.1 - *The preferred Content Management System* @ COMUNICACIÓN VISUAL TRAINING CENTER. Panamá City, 2015

WORDPRESS, DRUPAL & JOOMLA - *Introduction to Content Management Systems* @ INSTITUTO DE COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2014

Adobe Creative Cloud CC - *Photoshop + Advanced Photo retouching and photo editing* @ INSTITUTO DE COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2014

Adobe Creative Suite CS6 - *Dreamweaver + XHTML / DHTML / CSS2*. INSTITUTO DE @ COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2012

Adobe Creative Suite CS5 - *Flash + ActionScript 2.0 + HTML & CSS integration* @ POSA STUDIO CREATIVO. Caracas, Venezuela. 2009

LANGUAGES

Spanish – Native, mother tongue

English – Professional, proficiently fluent.

Italian – Native, mother tongue