Franco Paolo Failoni

Senior Graphic, Web & Motion Designer

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PROFESSIONAL PROFILE

Senior Graphic, Web and Motion Designer with 16+ years of commercial experience delivering brand, digital, and motion solutions across agencies, in-house, and freelance environments. Proven ability to translate business objectives into high-impact visual communication, combining strong conceptual thinking with hands-on technical execution. Extensive front-end, UX/UI, and motion background, with a track record of long-term client retention and end-to-end project ownership.

CORE EXPERTISE

+ Brand Identity & Visual Systems.
+ UX/UI Design & Front-End (HTML5, CSS3, JavaScript).
+ Responsive Web Design & CMS (WordPress, Joomla, Drupal).
+ Motion Graphics & Video (2D/3D).
+ Digital Campaigns & Online Media.
+ Print Production & Pre-Press.
+ Client & Stakeholder Management.
+ Project Planning & Delivery.

KEY ACHIEVEMENTS

+ *Designed* and *developed* 30+ web-based projects since 2007, including corporate websites, landing pages, digital catalogues, newsletters, and animated presentations.
+ *Founded* and *scaled* an independent creative practice (FPF Productions), maintaining multi-year client relationships (some exceeding 10 years).
+ *Delivered* full brand identity systems for startups and established businesses, from concept through production-ready assets.
+ *Led* UX/UI and motion design for digital marketing campaigns across web, email, and banner advertising formats.
+ *Built* and continuously *evolved* a professional portfolio showcasing 50 published projects across print, web, video, and multimedia.

PROFESSIONAL EXPERIENCE

Freelance Creative Consultant & Senior Designer

FPF Productions | International - Portfolio blog & website | Jan 2012 – Present day

Deliver end-to-end brand identity, graphic design, and web solutions for SMEs, agencies, and private clients. Design and develop responsive websites and digital experiences, handling UX/UI, front-end build, CMS integration, and content presentation. Produce motion graphics, animated presentations, and promotional video content for digital channels. Manage projects directly with clients, ensuring scope of control, timelines, and measurable outcomes.

Creative Director & Senior Designer

TourPassCard | Caracas, Venezuela | Feb 2009 – Dec 2011 - Led UX/UI design for websites, newsletters, and landing pages. - Designed and produced 2D motion graphics and animated web assets. - Delivered print-ready artwork for advertising, branding, and corporate materials.

Senior Web Designer | **Adverweb** | Caracas, Venezuela | Apr 2008 – Jan 2009 - Developed dynamic front-end experiences using ActionScript 2.0/3.0 and Flash-based frameworks. - Designed animated, interactive websites and digital user tools.

Graphic & Web Designer

Servicios Netosfera | Caracas, Venezuela | Mar 2007 – Mar 2008 - Designed hybrid HTML/CSS/ActionScript websites with integrated motion elements. - Delivered branding, logo design, and corporate identity systems.

Graphic & Web Designer

Diario El Universal (EUD) | Caracas, Venezuela | Jan 2006 – Feb 2007 - Designed internal advertising campaigns and promotional materials for print and digital platforms. - Produced HTML/CSS templates and animated GIF banners supporting online campaigns.

Earlier Career Roles (2003–2005)

Graphic Designer roles across advertising agencies and print production environments, delivering final artwork, branding assets, catalogues, packaging, and pre-press layouts.

TECHNICAL SKILLS

+ **Design & Motion:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D.
+ **Web:** HTML5, CSS3, JavaScript, Bootstrap, W3CSS.
+ **CMS:** WordPress, Joomla, Drupal.
+ **Tools:** cPanel, FileZilla, PhpMyAdmin (basic), MySQL (basic), Microsoft 365.
+ **Platforms:** mac OS / Windows.

EDUCATION

Master of Fine Arts – Web, Multimedia & Motion Graphics
Centro de Diseño Digital de Caracas (CDD) | 2005.
Bachelor of Fine Arts – Graphic Design & Illustration
José María Vargas University | 1997.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

+ Certified Front-End Developer (HTML, CSS, JavaScript) – W3Schools (2024–2025).
+ Motion Design Foundation – Created Academy, London (2021).
+ WordPress, Drupal & Joomla CMS Training (2014–2015).

LANGUAGES

Spanish – Native | **Italian** – Native | **English** – Professional fluency and Proficiency.