

Francisco Rubio

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[My LinkedIn](#)

Digital & UI Designer

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Summary

Digital & UI Designer with 7+ years of experience designing web and product experiences across streaming, content, and fintech platforms.

Focused on visual direction, design systems, and improving user flows through accessible, user-centered design.

Experience

Granity | Digital & UI Designer • Aug 2021 – Present • Toronto

- Lead design across streaming, content, and fintech products, shaping user experience and visual direction across multiple platforms
- Provide creative direction, leveraging AI-assisted workflows to accelerate concept exploration and visual iteration while ensuring cohesive brand expression across product, web, and marketing surfaces
- Build and maintain scalable design systems, style guides, and design kits, improving consistency and reducing design-to-development handoff time by ~30%
- Improve onboarding and key user flows, increasing completion rates by up to 25%
- Design product interfaces and supporting visual assets across web and product experiences
- Collaborate with product managers, developers, UX researchers, and stakeholders across distributed international teams to deliver end-to-end solutions
- Integrate accessibility best practices into design workflows, improving usability across a broader range of users

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- Developed visual systems and campaign assets across digital, social, and brand touchpoints for client work
- Collaborated with creative directors to execute visual concepts across campaigns, translating ideas into polished outputs
- Designed web and digital layouts, aligning brand direction with usability across user-facing experiences

Freelance Designer • Jun 2016 – Present • Toronto/Vancouver

- Collaborate with agencies including APEX PR, Community Agency, and Jacknife, delivering campaigns for brands such as Levi's, New Balance, DoorDash, Walmart, Roku, and Traeger
- Develop creative concepts and visual solutions across web, social, and campaign work, aligned with client goals and brand guidelines
- Deliver high-quality visual assets under tight timelines, collaborating with cross-functional teams and stakeholders

Skills

- Visual Design
- Design Systems
- Interaction Design
- Accessibility (WCAG)
- Art Direction
- Design Strategy
- Prototyping
- Product Collaboration

Software



Figma



Photoshop



Illustrator



InDesign



After Effects



Stable Diffusion



HTML/CSS

Education

Ontario College of Art and Design

Master of Design · Toronto · 2017 – 2019

Emily Carr University of Art and Design

Bachelor of Media Arts · Vancouver · 2012 – 2016