

Francisco Rubio

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Digital & UI Designer

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Summary

Design professional with 6+ years of experience, leading and driving the creative force and art direction of a variety of companies across different industries throughout my career. Nowadays, the bulk of my work gravitates around the following spaces: digital design, web development, accessibility and UI/UX.

Proficient in UI design tools and principles, with a strong ability to translate user needs and business requirements into engaging and accessible digital experiences. Adept at collaborating with cross-functional teams to deliver projects on time.

Skilled at creating wireframes, prototypes, and high-fidelity mockups that effectively communicate design ideas and functionality. Strong problem-solving abilities, with a knack for identifying user pain points and devising creative solutions to enhance the overall user experience and pivot when required to reflect our user's changing needs and desires.

Experience

Granity | Digital & UI Designer • August 2017 – Present • Toronto

Designer on a cross-functional team responsible for creating digital and web solutions for streaming platforms, content creation platforms and financial applications. Overseeing the end-to-end content and brand strategies of different ventures within Granity and its adjacent companies:

- Providing creative direction and leadership for design projects, guiding junior designers and collaborating with stakeholders to ensure cohesive and impactful visual solutions.
- Establishing and maintaining a comprehensive design system, style guides, and design kits to streamline design workflows, promote consistency, and facilitate collaboration among team members.
- Promoting and integrating accessibility into every stage of the design process, ensuring that our digital products are continually evolving to be inclusive and usable for the largest audience possible.
- Creating visually appealing graphics for a diverse range of digital design projects and mediums. These include illustrations, layouts for websites, social media, email campaigns, 3D mockups.
- Collaboration with an international team of UX designers, developers, and product managers to integrate visual designs into functional and technically feasible solutions, ensuring alignment with project timelines and objectives.
- Maintenance and organization of a library of digital assets, including images, icons, templates, and guardrails.

APEX PR/Ruckus Digital | Freelance Designer • August 2016 – April 2019 • Toronto

Freelance designer assisting the in-house design/marketing teams of the agency, working across a diverse range of projects and industries. Brands include Levi's, New Balance, DoorDash, Walmart, Roku, Traeger, amongst others.

- Brainstorming and developing creative concepts and visual solutions that align with client goals and target audience.
- Creating visual assets such as logos, illustrations, infographics, and layouts for various mediums including digital platforms, print, advertising, and branding materials.
- Present design concepts and strategies to clients, effectively communicating design rationale, incorporating feedback, and managing client relationships to ensure satisfaction and project success.
- Conducting thorough quality checks and reviews of final designs to ensure accuracy, consistency, and adherence to all specifications before project delivery.

Software/Skills



Photoshop



Illustrator



inDesign



HTML/CSS



Figma



XD



Lightroom



After Effects



Stability AI



Midjourney



Dimension



Premiere

Education

Emily Carr University of Art and Design

Vancouver, Canada. Bachelor of Media Arts. 2010 – 2014.

Ontario College of Art and Design

Toronto, Canada. Masters of Design. 2015 – 2017.