

FRANCES GREENE

art director / graphic design

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EXPERIENCE

Art Director

Oct 06–Present

New York City Economic
Development Corporation,
NYC

Responsible for all aspects of design from engaging the public to enhancing products with modern, clear, well-designed materials that communicate the initiatives and further the economic goals of the City of NY.

SHARE Conference branding for NYC Deputy Mayor Sharing Cities summit (a gathering of Mayors from 22 different countries to discuss the sharing economy). Full branding from conception to completion including logo, conference programs, Powerpoint template, stage design, tote bag, and water bottle. The branding was so successful it is being adapted by the Global Share Network as their official branding. Photos in portfolio.

LifeSci NYC: Logo design for a \$500 million initiative, this design was showcased by Mayor de Blasio at a press conference. Photo in portfolio.

The Special Initiative for Rebuilding and Resiliency (SIRR): In the wake of superstorm Sandy, Mayor Bloomberg tasked my team with the layout and design of a 300+ page book to address how NYC can rebuild to be more resilient in the wake of Sandy and future destructive events. This project required round-the-clock diligence (working through the night) to make deadlines.

Day-to-Day: develop high-quality external communication pieces, which require strategy input as well as original design, often on a tight deadline. Pieces include: email templates, social media graphics, digital ads, brochures, reports, logos, conference branding, folders, on-sheets, and photoshoots, on behalf of the city of NY.

Freelance Projects

Past and Present

Food Study Report: Design and layout 3, 90-page reports for the NYC Food Policy Center at Hunter College (current).

Logo Design: Vineapple, Unlogged, Hot Bird Running, Wonder City Coffee and Donuts.

Menu Design and Brand: Brindle Room (East Village, NYC, 2011–2013).

Merchandising: Original art for Village Voice ad and t-shirt for rock band Gov't Mule (2007).

Books—Art Direction and Design: JAM (2013) and Hippie Chick (2015), Jay Blakesberg, Rock Out Books; One Hundred by Warlock (2005) and Seriously Silly (2005), Kaufman and Company

Branding and Conference Materials: American International Health Alliance (2007–2016).

Lead Designer / Art Director

May 03–Oct 06

American International
Health Alliance
Washington, DC

Design and conceptualize all print products, while maintaining a consistent visual identity.

Redesign of all branding materials, this involved feedback from dozens of stakeholders around the globe, resulting in a successful, modernized update of the brand.

Served as sole graphic designer in a freelance capacity for ten years, maintaining the current brand identity including conference display materials, brochures, and infographics.

Art Director

April 99–June 02

Genii Magazine
Washington, DC

Layout, design, and produce monthly 4-color, 96-page magazine.

A unique opportunity to produce and design the entire magazine, including designing out feature articles, templatizing the columns, and designing the magazine cover.

Single-handedly shortened production time, and took the magazine from a 72-page, black and white, to a 96-page, 4c, which resulted in significantly increased subscribers.