

# FRANCES GREENE

art director / graphic design

I have extensive experience **turning complex ideas** into **digestible, easy-to-understand visuals**, with a reputation for a **creative** and **hard-working** attitude.

As a seasoned art director, I have been tasked to **sell strategic thinking** and **creative concepts** to clients, collaborate across **multiple teams** to drive projects to completion, and **launch fully integrated campaigns** on-time and on-brand.

## Connect

iriedesign@gmail.com

## CALL

973.650.0896

## LOOK

francesgreene.com

## EDUCATION

### The University of Maryland

Bachelor of Arts  
College Park, MD

### NYU Continuing Education

Design & Marketing  
New York, NY

## AWARDS

### American Graphic Design Award

- Staten Island Ferry  
Terminal Logo (2008)
- JAM. Photographs by  
Jay Blakesberg, Art Book (2013)

## SKILLS

(good)

(better)

(best)

Adobe Creative Suite

Design

Production

Conceptualization

Branding

Web Design

Photoshoots

Infographics

Typography

Logo/Branding

Problem Solving

MS Office

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## **IrieDesign Home and Graphics, LLC.** Founder and Creative Director

Vivek Tiwary, theatre producer: design power-point deck for potential investors (current project)

*Food Study Report*; design and layout, 90-page report for the NYC Food Policy Center at Hunter College.

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

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

Merchandising: Gov't Mule, original art for *Village Voice* ad and t-shirt for 2007 NYE concert (2007).

Books—Art Direction and Design: *JAM* (2013), *Hippie Chick* (2015), and *The Photography of Neal Casal* (2020) Jay Blakesberg, Rock Out Books; *Sexy Magic* (2001), *One Hundred by Warlock* (2005), *Seriously Silly* (2005), Kaufman and Company

Branding/Conference Materials: American International Health Alliance (2007–2016) and Imaging Science and Technology (2016-current).

## **Senior Art Director, Assistant Vice President** Oct 2006–April 2019

### **New York City Economic Development Corporation**, New York, NY

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.

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

Day-to-Day: develop high-quality external communication pieces, which require strategy input as well as original design, often on a tight deadline. Scope of work includes: social media graphics, Infographics, digital ads, brochures, industry reports, logos and branding, conference branding, and photoshoots, on behalf of the city of NY.

## **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, including designing out feature articles, templetizing the columns, and designing the magazine cover.

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