

# Nicole A. Francisco

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## AREAS OF EXPERTISE

- Portfolio: <https://www.nicolefrancisco.com>
- Adobe Creative Suite, Figma
- User Experience Design & Wireframing
- HTML, CSS, JavaScript
- 508 Compliance
- Google Analytics & SEO
- CRM (including HubSpot and Salesforce)
- Website Design (including Drupal & WordPress)

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## PROFESSIONAL EXPERIENCE

**Gartner, Inc. — UX & Conversion Rate Optimization (CRO) Designer** 11/2021 – 01/24

- Created high-performing landing pages, guided by competitor analysis and user-centered design best practices, improving conversion rates (results ranging from 5.3% to 16.67% within 90 days) and end-user experience.
- Developed copy and graphics to comply with client brand identity, increasing brand trust and customer engagement.
- Managed concurrent high-priority projects, ensuring all deadlines were met and projects delivered on time, improving client satisfaction.
  - "I must really say, it was a pleasure working with you. If you were a freelancer, I would have hired you immediately."  
– Gartner Client, October 2023
- Collaborated with designers, account managers, and other key stakeholders for a more efficient design process.

**SAIC/Halfaker and Associates, LLC — Web & Graphic Designer** 09/2019 – 11/2021

- Redesigned and relaunched company website and conducted web trend analyses, improving SEO and web presence.
- Collaborated across departments to produce compelling internal and external content, enhancing brand recognition.
- Developed clear process graphics for proposals and implemented self-service design libraries, contributing to increased win rates and improved team efficiency.

**Magellan Federal/AFSC — Graphic Artist** 12/2017 – 08/2019

- Conceptualized and designed proposal graphics, social media campaigns, and marketing materials for military and veteran owned organizations, ensuring compliance with brand identities.
- Developed graphics for government proposals, contributing to increased win rates and securing partnerships with prestigious organizations like USPS, the US Army, and the DoD.
- Led the creative team for events, conferences, and trainings, resulting in improved employee engagement.

**Saffire Vapor, Inc. — Creative Manager** 06/2015 – 12/2017

- Spearheaded creation of high-impact marketing materials for 26 retail stores, contributing to a unified brand experience, as well as driving increased brand awareness, engagement, and product sales.
- Managed a successful annual partnership with the NHL's Nashville Predators, strengthening brand visibility within the local community.
- Mentored and trained junior designers and event marketing staff, ensuring brand consistency across all media.

**RealNetworks, Inc. — Graphic Designer** 04/2013 – 11/2017  
(Full Time from 04/08/2013 – 08/08/2014; Part Time from 08/11/2014 – 11/30/2017)

- Collaborated with Verizon Wireless on ringtone service reaching 3 million monthly subscribers.
- Designed and strategized for key stakeholders at various record labels and other organizations such as Country Music Television and the NFL, creating weekly features for popular artists and increasing sales through boosted visibility.

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## EDUCATION

George Mason University, Fairfax, VA

Bachelor of Arts: Graphic Design