

# Nicole A. Francisco

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## Project Manager and Senior Designer | Portfolio: [www.nicolefrancisco.com](http://www.nicolefrancisco.com)

**Results-driven, multidisciplinary Project Manager and Senior Designer with over 12 years of experience in marketing, leadership, and brand development / design.** Adept at translating visions into compelling, successful, cost-effective solutions and go-to-market strategies. Leverages cross-functional project leadership to drive engagement, optimize workflows, and foster collaborative environments across B2B, B2C, and government-adjacent sectors.

## Skills

- **Project and Relationship Management:** Project Management and Coordination (Agile Methodologies, SOPs), Stakeholder Relationship Management, Cross-team Leadership and Collaboration, Process Optimization and Workflow Enhancement
- **Design and Marketing Tools:** Adobe Creative Suite, Figma, CRM Software, Analytics / Reporting, Web Technologies (HTML, CSS, etc.)
- **Core Design and Strategic Capabilities:** Branding & Rebranding Initiatives, Digital / Print Design Strategy, UX Principles / UI Design, AI Integration / Prompt Engineering, 508 Accessibility Compliance, Key Visual and Layout Design

## Professional Experience

**MERRITT GROUP**, McLean, VA

04/2024 – 05/2025

### *Senior Graphic Designer*

- Led the design of high-profile B2B and B2G marketing initiatives, encompassing comprehensive visual concepts and branded materials for key clients like Samsung and Microsoft.
- Executed the visual storytelling for deliverables such as paid media campaigns, eBooks, white papers, sales flyers, infographics, and more.
- Directed design strategy and execution for new business branding initiatives, encompassing projects from logo development and comprehensive brand guidelines to website design and full visual systems.
- Drove process improvements and workflow enhancements for the design team, integrating innovative ideas to optimize efficiency and creative output.
- Supervised and mentored two junior designers, ensuring brand quality and consistency across all creative outputs while overseeing concurrent high-priority projects.

**GARTNER, INC.**, Arlington, VA

11/2021 - 01/2024

### *Product Marketing Designer*

- Directed UX/UI design and optimization of high-performing landing pages, leveraging market research and user-centered design to significantly improve conversion rates (e.g., 5.3% to 16.67% within 90 days).
- Leveraged Agile methodologies to translate client vision of complex product features into compelling, tailored copy and visual assets that enhanced brand trust and customer engagement.
- Managed multiple concurrent, high-priority product marketing and UX design projects, including the creation and adherence of standard operating procedures (SOPs) and process documentation,

consistently meeting deadlines and delivering on time, significantly enhancing client satisfaction and project success.

- Tracked and measured conversion rates and key performance data for paid campaigns, providing actionable insights and reports to account managers to inform strategic decisions.
- Mentored junior designers and led workshops on best practices in UX/UI design and conversion optimization, fostering team growth and expertise.

**SAIC / HALFAKER AND ASSOCIATES, LLC**, Arlington, VA

09/2019 - 11/2021

***Web and New Business Designer***

- Directed the redesign and relaunch of the company website, leading a comprehensive initiative to enhance SEO and overall web presence through strategic web trend analyses.
- Designed high-impact process graphics and comprehensive presentations decks for government proposals (RFPs), fostering cross-team collaboration and contributing to increased contract win rates.
- Implemented internal self-service design libraries and developed branded social media visuals to streamline content creation and enhance overall team efficiency.

**MAGELLAN FEDERAL / AFSC**, Arlington, VA

12/2017 - 08/2019

***Visual Designer and Events Specialist***

- Orchestrated the design and formatting of high-stakes government proposals (RFPs/RFIs), collaborating with proposal writers to develop process graphics, and directly contributing to increased win rates and securing key partnerships (e.g., USPS, US Army, DoD).
- Coordinated and executed end-to-end logistics for company events, conferences, and trainings, serving as the primary point person for event collateral, hotel collaboration, and team organization for setup, improving employee engagement.
- Led social media campaigns and developed comprehensive marketing materials for military and veteran owned organizations, ensuring brand compliance and enhancing organizational visibility.

**SAFFIRE VAPOR, INC.**, Nashville, TN

06/2015 - 11/2017

***Creative Manager***

- Spearheaded the design, production, and deployment of all marketing materials for 26 retail stores, encompassing visual concepts, unified brand experience, and strategic execution to drive increased brand awareness, engagement, and product sales.
- Managed vendor relationships and annual sponsorship/partnership with the Nashville Predators, strengthening brand visibility within the local community.
- Mentored and trained junior designers and event marketing staff, ensuring consistent brand execution across all media and retail touchpoints.

## Education

**Bachelor of Arts (BA)**, Graphic Design, George Mason University, Fairfax, VA