



FRANCESCA RICO_

OBJECTIVE

I am a designer and storyteller that is eager to grow by gaining experience visually expressing every client's narrative.

EDUCATION

The Ohio State University

2017 Bachelor of Science in Design

Visual Communication Design

Minor in Entrepreneurship and Innovation

GPA: 3.84

Folkwang University of the Arts, Essen, Germany

Study Abroad Program for Visual Communication

Spring 2016

HONORS

2016, 2017 CSCA Merit Award, Student Category for Motion Design

2017 Senior Thesis: Best in Show, Visual Communication

WORKING SKILLS

Proficient in design research methods and processes

Creative and visual skills in print, web, and motion design

Proficient in UI/UX design and familiar with the basics of coding

Photography Enthusiast

Practiced storyteller and brand strategist

TECHNICAL SKILLS

Indesign

Illustrator

Photoshop

Lightroom

After Effects

Premiere Pro

Adobe XD

Sketch

HTML/CSS

Microsoft Office

EXPERIENCE

Freelance

Designer/Photographer

2017-Present

Provides clients with design services in UX/UI, storytelling/strategy, motion design, photography, and branding.

Design Central

UX/UI Designer

2017-Present

Designs solutions for clients ranging from medical technology interface to promotional strategy and materials. Also responsible for internal and external visuals for Design Central.

Clients include:
P&G, Clorox, Midmark,
Worthington Industries

MODE Summit

Student Committee Head/

Head of Social Media

2016-Present

Responsible for organizing and directing student volunteers for the past and upcoming international design conference in 2016 (Columbus, Ohio) and 2019 (Wellington, New Zealand).
Responsible for 2021's social media platforms and planning.

CONTACT

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