

FRANCESCA AVANCENA

Visual and UX/UI Designer

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I'm a creative designer specializing in graphic design and UX/UI, combining creative expertise with user-focused solutions to create visually compelling and functional digital experiences. Skilled in prototyping, wireframing, branding, and user research.

WORK EXPERIENCE

Jamila Wellness &
Aesthetics
2023 - Present

Web & Graphic Designer

- Designed the company's branding and created the official website for Jamila Wellness & Aesthetics.
- Managed posts and created content for social media.

Nurse Kangen
2023 - 2024

Graphic Designer

- Designed the company's branding to enhance Nurse Kangen's health and wellness messaging, including printed materials.

Anime North
2022

Public Safety Staff

- Handled large crowds to ensure the safety and security of event attendees.
- Assisting panel hosts with their schedule to ensure punctuality.

EDUCATION

Sheridan College
2010-2014

Art Fundamentals - Ontario College Certificate

- Focused on drawing, composition, color theory, and visual storytelling.
- Gained hands-on experience in traditional and digital media.

Mohawk College
2023 - Present

Graphic Design - Ontario College Advanced Diploma

- Studied branding, typography, prototyping, and user-centered design.
- Built hands-on projects such as package and website design
- Recognized on the Dean's List for academic excellence.

KEY SKILLS

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma
- **UX/UI:** Wire framing, prototyping, usability testing, responsive design
- **Graphic Design:** Branding, typography, layout design, visual storytelling
- **Technical Skills:** HTML, CSS (basic proficiency for design implementation)
- **Soft Skills:** Collaboration, attention to detail, problem-solving, time management