

FRANCESCA AVANCEÑA

GRAPHIC & UX/UI DESIGNER

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WORK EXPERIENCE

Jamila Wellness & Aesthetics, **Freelance Graphic Designer** Stoney Creek, ON | July 2024 - Present

- Developed the company's branding and visual identity to enhance appeal and maintain consistency across platforms.
- Designed a visually appealing WordPress website with a focus on user-friendly navigation and brand alignment.
- Implemented SEO optimization to increase Google Business Profile interactions by 50 per month and enhance local visibility.

Ksthetics Injectables, **Freelance Web Designer** Remote | Oct 2025 - Nov 2025

- Spearheaded the Ksthetics rebrand, increasing website traffic by 40% through improved SEO structure, keyword optimization, and meta implementation.
- Enhanced user experience by reducing bounce rate by 25% and improving navigation flow and visual consistency across all pages.

Scott Free Unstoppable, **Freelance Graphic Designer** Remote | June 2025 - August 2025

- Designed full CD packaging, including the booklet, back cover, and disc face, using Adobe Photoshop, InDesign, and Illustrator.
- Produced social media assets—ads, reels, stories, and posts—to support the album release and increase streaming traction.

Divine Limited, **Web & Graphic Design Intern** Remote | Feb 2025 - May 2025

- Designed print menu mock-ups for clients using Adobe Photoshop and Illustrator, ensuring clear visual representation of final products.
- Updated style and material guides on the Wordpress website to improve accessibility and provide clearer viewing options for clients.

VOLUNTEER EXPERIENCE

Mohawk College Advertising Program, **Graphic Designer** Remote | Feb 2025 - May 2025

- Designed creative assets for advertising competitions using Adobe Photoshop and Illustrator, ensuring clear visual outcomes.

EDUCATION

Mohawk College, **Graphic Design** Jan 2023 - Apr 2025

Sheridan College, **Art Fundamentals** Sept 2020 - Apr 2021

HARD SKILLS

Software

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro
- Figma
- Wordpress
- Canva
- WIX
- Shopify
- Google Suite

UX/UI

- Wireframing, prototyping, usability testing, responsive design

Graphic Design

- Branding, typography, layout design, visual storytelling

SOFT SKILLS

- Team Player
- Independent
- Hardworking
- Attention to Detail
- Time Management
- Organization
- Problem-Solving