

Francesca Avanceña

GRAPHIC DESIGNER

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EXPERTISE

GRAPHIC DESIGN

Branding · Layout Design
Visual Storytelling · Typography

WEB & DIGITAL

Responsive Design · SEO
HTML & CSS · Accessibility · Web Design

UX/UI DESIGN

User Interface · User Research
Wireframing · Prototyping · Design Systems

TOOLS

WordpressWixShopifyFigma

CanvaFramerAdobe Creative Suite

Google Suite

SOFT SKILLS

Collaboration · Attention to Detail
Time Management · Organization · Problem-Solving

EDUCATION

Mohawk College

Graphic Design
Jan 2023 – Apr 2025

Sheridan College

Art Fundamentals
Sept 2020 – Apr 2021

PROFESSIONAL EXPERIENCE

Junior Web Developer at Erase.com

Remote | May 2026 – Present

- Improved team productivity by publishing up to 5 websites daily, helping projects stay on schedule and ahead of deadlines.
- Implemented SEO and Accessibility across websites, increasing traffic and supporting an estimate of 2000 visits per site per week.

Freelance Graphic Designer at Jamila Wellness & Aesthetics

Stoney Creek, ON | July 2024 – April 2026

- 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.

Freelance Web Designer at Ksthetics Injectables

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.

Freelance Graphic Designer at Scott Free Unstoppable

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.

Web & Graphic Design Intern at Divine Limited

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 guidelines on the WordPress website to improve accessibility and provide clearer viewing options for clients.