

# FRANCISCO VARGAS

Senior Art Director | Senior Designer | Illustrator

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**ABOUT ME** I am a strategic thinker, an idea generator, an integrated campaign advocate, and first and foremost, I am a CREATIVE. Throughout the years I have pushed the interlacing of mediums and channels to tell bigger stories not only to reach a larger audience but to create brand advocates. Currently, I am leading the creative department at Edelman with the responsibility to push the limits and bring the integrated thinking to all levels of communication. I have worked and created for many major brands such as Publix, Toyota, Buffalo Wild Wings, Arby's, Tampa Bay Lightning, TNT/TBS among many others. **I believe in the creative process, storytelling and design but most of all, I believe in loving what you do.**

## EXPERIENCE

**Nov. 2014 - Present** **Senior Art Director | Edelman**

Responsible for managing a team of creatives and evolving the quality of creative work for a variety of clients. Focus on digital strategy, integrated solutions and social engagements, and in charge of inspiring, guiding and fostering young talent.

**Jun. 2010 - Nov. 2014** **Art Director | 22squared**

Responsible for producing innovative ideas for advertising campaigns in all media. In charge of conceiving, ideation and design of cross-platform campaigns ranging from traditional broadcast, digital design development and social activations.

**Feb. 2009 - Feb. 2010** **Interactive Art Director | Schifino Lee Advertising and Marketing**

Interactive Art Director and Conceptual Designer for a variety of brands. Responsible for creating digital solutions for different markets as well as developing brand identities and online presence.

**Oct. 2006 - Feb. 2009** **Art Director | FKQ Advertising and Marketing**

Lead Art Director and Conceptual Artist for major brands such as Tampa Bay Lightning, McDonald's, JMC Communities, PODS among many others. In charge of print campaigns, collateral materials, branding and conceptual work.

**May - Oct. 2006** **Art Director | Envision Creative Network**

Responsible of the artistic direction of different projects and clients. In charge of art direction, web design and development, identities and marketing collateral for a variety of markets.

**Jan. - May 2006** **Production Designer | Raymond James Financial - Marketing**

Responsible for marketing collateral production, such as brochures, banners, posters and various print and digital materials for financial advisors and companies.

**2005 - 2007** **Art Director / Designer | Premier Crossover Magazine**

Responsible for the overall design and art direction of the development of the Premier Crossover Magazine. In charge of the graphic direction or the publication in relation to articles and customer advertising.

## EDUCATION

- 2004 - 2006 University of South Florida**  
Bachelor of Fine Arts with concentration in Graphic Design  
Minor Degree in Art History
- 2000 - 2004 Saint Petersburg College (SPC)**  
Associates in Arts Degree, Graphic Design and Fine Arts

## AWARDS

- 2015 - 2016 SILVER ADDY**  
Arby's Vegetarian Hotline
- BRONZE ADDY**  
Arby's Meats of NY
- 2007 - 2008 GOLD ADDY**  
Marquesas Invitation/Mailer Design
- 2008 - 2009 SILVER ADDY**  
Ovation Groundbreaking Invitation/Mailer

## FLORIDA PRINTER'S AWARD

## CLIENT EXPERIENCE

- Publix Supermarkets
- Toyota
- Tampa Bay Lightning
- TNT / TBS / Turner
- Arby's
- AT&T
- Shoe Carnival
- Buffalo Wild Wings
- Papa John's Pizza
- McDonalds
- Marriott
- Dollar Rent a Car
- OGX Beauty
- The Weather Channel
- JMC Communities
- Sandpearl Resort
- Baskin Robbins
- Playtex
- Melitta Coffee
- Tampa General Hospital

## REFERENCES

Shane Needham | VP Director of Production | (727) 492-1449  
Jennifer Carreno | VP Design Director | (813) 265-4010  
Javier Molinos | Creative Sr. Copywriter | (813) 215-2688  
Jennifer Blum | Design Studio Manager | (727) 421-3767