

Francesco Guerrieri

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Work Experience

Golden State Warriors

Senior Graphic Designer

August 2024 – present

- Manage the creative direction, fabrication, and installation of six entitlement spaces at Chase Center, which includes five commercial buildouts and one interior fit-out
- Create go-to-market materials in support of the Golden State Valkyries' commercial business, driving over \$46 million in partnership revenue through the 2025 and 2026 seasons
- Mentor five junior designers by expanding their design skillset and developing their sports and entertainment business acumen, which supported their professional development at Golden State

Graphic Designer

July 2021 – August 2024

- Led the creative direction for the look and feel of presentation materials for Rakuten's partnership renewal meeting, resulting in their partnership renewal for a \$45 million annual deal
- Managed cross functional team of designers, data analysts, and account managers on design and distribution of 18 Corporate Partnerships Newsletters

Sam's Club

Production Artist

December 2020 – March 2021

- Completed emails, direct mailers, and illustrations in support of Winter spending season
- Designed web pages and web banners for web and mobile platforms using UX/UI best practices

Apple

Graphic Production Artist

July 2020 – September 2020

- Produced web deliverables, including marketing pages for Apple.com and landing pages for Amazon.com/apple
- Reviewed final comps for flawless layout of images, text, and links before export to international teams
- Organized large number of files for easy access by cross functional teams across Hogarth and Apple

YMCA of the East Bay

Graphic Design Assistant

October 2018 – March 2020

- Designed 10 association-wide membership campaigns that increased membership 6.95% on average per month
- Coordinated with 4 vendors during prepress and production of posters, shirts, manuals, hats, and general swag
- Balanced requests from 5 branches, Marketing VP, 2 camp sites, and numerous Early Childhood Impact sites

Education

Northwestern University

Graduated: June 2017

Bachelor of Arts: Economics

Minor: Asian Languages & Cultures, Chinese

Laney College

Graduated: May 2022

Associate of Arts: Graphic Arts

Certificate: Graphics in Motion

UC Berkeley Extension

Graduated: February 2022

Certificate: User Experience & Interface

Software Skills

Graphic Design

Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Motion Graphics

Adobe After Effects, Adobe Premiere Pro, Clip Studio Paint

UX/UI

Figma, Sketch, Adobe XD

Web Design

HTML, CSS, JavaScript

Presentation Decks

Microsoft PowerPoint, Keynote, Google Slides, Pitch, Visme