

Francis Rivera

Senior Brand & Marketing Designer

PROFESSIONAL SUMMARY

I am a multidisciplinary Graphic Designer with 10+ years of experience delivering strategic visual solutions across branding, digital, print, and motion. I have also partnered with startups and businesses as an in-house designer as well as a freelance designer, building brand identities, marketing campaigns, improving & adding value to established systems, and creating systems that drive engagement and growth. I bring a strong balance of creative execution and strategic thinking.

EXPERIENCE

QA Support Technician II (Graphic Designer @ Meta, Reality Labs) *Qualitest – Burlingame, CA*

NOV 2022 - PRESENT

- Designed and delivered 100+ print and digital assets supporting internal and external products, initiatives, and programs.
- Produced event signage and promotional materials for large-scale events with 200 - 1K+ attendees.
- Captured and edited photo/video assets used across marketing and documentation channels.
- Created & supported livestream production, ensuring seamless broadcast execution with minimal technical issues.
- Maintained high QA standards, reducing design inconsistencies and improving delivery accuracy.

Social Media & Content Manager

Evolve Training Center – South San Francisco, CA

SEPT 2022 - NOV 2022

- Developed and executed a social media strategy that increased follower growth and engagement activity.
- Captured photo & video content during classes & events.
- Managed content calendar across social and email, publishing 4-6 pieces weekly.
- Defined KPIs and optimized campaigns, improving engagement rates.
- Tailored messaging to target audiences, increasing content relevance and retention.
- Supported SEO and email campaigns, contributing to increased inbound inquiries.

CONTACT

San Francisco, CA
(415) 606-4636
mr.riveraf@gmail.com

PORTFOLIO

bakunawadesign.com

SKILLS

Marketing & Branding
2D Design & Creation
Photography
Video Production
Livestream
Broadcasting

EDUCATION

CSU East Bay
Hayward, CA
B.A. Graphic Design
Jan 2016 - June 2018

EXPERIENCE (Continued)

Senior Graphic Designer

Touchstone Commercial Partners – San Francisco, CA

DEC 2018 - JUL 2022

- Designed high-impact property marketing materials supporting \$245M+ in transactions and 485K+ SF of commercial space.
- Supported 7 broker teams, contributing to 20+ successful property deals.
- Managed listings across platforms (LoopNet, Crexi, LinkedIn), increasing property visibility and lead generation.
- Directed and executed property photo shoots, improving listing performance and presentation quality.
- Developed social branding strategies that increased LinkedIn engagement and page traffic.
- Built custom-coded email campaigns, improving open rates and campaign performance.

Contract Graphic Designer

Kozu Labs – San Francisco, CA

OCT 2018 - JUNE 2018

- Designed marketing assets that increased client visibility and click-through rates.
- Delivered creative assets across multiple campaigns, improving clients brand consistency.
- Collaborated with stakeholders to ensure alignment with various brand guidelines.

Freelance Graphic Designer

Bakunawa Design – San Francisco, CA

AUG 2013 - PRESENT

- Partner with 25+ clients to translate concepts into cohesive design systems aligned with business goals.
- Led 50+ branding projects end-to-end, delivering logos, visual identities, and marketing collateral.
- Designed and maintained 15+ websites, improving usability and increasing client engagement.
- Produced high-quality photography and retouching, contributing to improved brand perception across digital platforms.
- Created and edited video content for social and web to increase content engagement