

FRANCES LYNCH

GRAPHIC & MOTION DESIGNER

SAN FRANCISCO, CALIFORNIA

EDUCATION

University of San Francisco

AUGUST 2021 - DECEMBER 2025

Bachelor of Arts in Design

Secondary studies in Computer Science

SKILLS

Design

Brand Development

Motion Graphics

Social Media

Typography

Web Design

Tools

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Indesign

Adobe Express

Figma

Procreate

Canva

Programming

HTML/CSS

P5.js

Java/JavaScript

Python

franceslynch.com

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EXPERIENCE

Graphic Designer at Bleum - San Francisco, CA

SEPTEMBER 2025 - PRESENT

- Created a logomark inspired by the company's existing visual identity, strengthening brand cohesion and recognition.
- Designed marketing materials including social media graphics and promotional assets to grow brand awareness and connect with new audiences.
- Created motion graphics to enhance brand storytelling and drive engagement across digital platforms.

Graphic Design Intern at Sugar Studio California - Sacramento, CA

FEBRUARY 2025 - MAY 2025

- Developed and refined brand identity through logo iterations, color palettes, and visual guidelines, ensuring cohesive branding across all platforms.
- Designed engaging social media content including graphics, layouts, and motion pieces to enhance online presence and boost audience engagement.
- Created marketing collateral such as flyers, business cards, and digital ads, ensuring every asset aligned with the brand's visual language and storytelling.

Design & Social Media Chair at University of San Francisco's Hip Hop Dance Team - San Francisco, CA

AUGUST 2023 - MAY 2024

- Designed logos, graphics, flyers, and apparel to build a cohesive brand identity that aligned with team goals.
- Managed social media by creating engaging content and strategies to boost visibility and engagement.
- Co-led a 50+ member team, overseeing operations and fostering collaboration to achieve shared objectives.

