

# Francis Ho

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Francis Ho (she/her) is a Toronto-based graphic designer. After graduating from OCAD University's Graphic Design program, Francis has focused her practice on finding ways to organize information in both accessible and exciting ways through her time at independent design and advertising agencies.

## Skills

- Graphic Design
- Brand Design
- Editorial Design
- Design Systems
- Brand Strategy
- Motion Graphics
- Web Design
- Photography
- Illustration

## Tools

- Adobe Creative Suite  
(InDesign, Illustrator, Photoshop, Lightroom, XD, After Effects, Premier)
- Figma
- HTML/CSS
- Microsoft Office
- Keynote
- Procreate

## Education

Bachelor of Design  
OCAD University  
2016 – 2020  
Graphic Design program

## Experience

### Designer, Conflict Advertising

Mar 2022 – Present

Under senior creative guidance, led and supported on a diverse array of projects, including: creation and evolution of brand identity systems, brand guidelines creation, packaging redesigns, microsite wireframing, print and banner ads, in-store POS signage, social animations, and more. Notable clients include: Moosehead Breweries, SiriusXM, Longo's, Sunwing

### Designer, Juliet

Dec 2021 – Feb 2022

Collaborated with Brand Managers and Copywriters to produce editorial content for Mailchimp such as email marketing, social media assets, and sponsorship assets, with guidance from Head of Art and Editor-in-Chief.

### Junior Designer, Quake Creative & Design

March 2021 – Nov 2021

Supported a team of Senior Designers and Strategists to create brand identities, annual reports, and in-store campaigns, from ground up.

### Graphic Designer, The New Kid Collective

November 2020 – Sept 2021

Working with other emerging creatives in North America and the UK, to create pro-bono design work for non-profit organizations. Notable projects include: Rural & Ready, Everbloom.

### Freelance Graphic Designer

April 2017 – Present

Worked independently and with other designers on commissioned projects such as brochures, publications, book covers, and websites. Notable clients include: OCAD Campus Life, University of Toronto Kendo Club, Sago Mini, and Ferraz Creative.

References available upon request.