

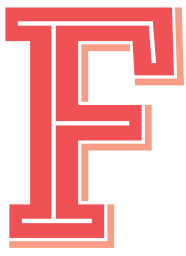
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**FRANCESCA BENNETT**  
GRAPHIC DESIGNER

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# FRANCESCA BENNETT

84 Southalls Way · Norwich  
Norfolk · NR3 4SJ · UK

07590536579  
01603402831

design@francescabennett.com  
www.francescabennett.com

ADVERTISING // BRANDING // PRINT DESIGN // PACKAGING // WEB DESIGN



## INTERESTS

Photo  
Sports  
Cooking  
Fashion  
Dancing  
Culture  
Films

## EDUCATION

**University of Leeds** 2005 - 2009  
International BA Honors Graphic and Communication Design · *Classification 2:1*

**University of Florida** 2007 - 2008  
Study Abroad program, Undergraduate in Graphic Design (Integrated Studio) · *Passed*

**Norwich High School for Girls** 1995 - 2005  
*4 'A' Levels / 9 GCSEs*

## EMPLOYMENT

**Leeds Trinity & All Saints - Graphic Design Assistant** 2009  
Duties included: working as an integral part of the Marketing and Communications team with one other designer. Creating publications and advertisements for both internal and external use, following corporate guidelines, creating graphics for web, liaise with printers as well as managing and prioritising the design request work load.

**The Falcon Freehouse - Waitress and Barmaid** 2007  
Duties included: providing a high quality of customer service for those drinking and dining at a traditional English pub. Working as part of a team to ensure an enjoyable experience for customers from when they entered the pub to the moment they left.

**Boots Opticians - Optical Sales Assistant** 2003 - 2007  
Duties included: booking appointments and dealing with enquiries over the phone and face to face with customers, conducting pre-examination tests, aiding both spectacle selection, adjustments and administration of every day eye examinations.

## SKILLS

Teamwork  
Punctuality  
Organisation  
Development  
Quick Learner  
Self motivated  
Presentation  
Leadership  
Research

## EXPERIENCE

**UF ARTS** 2008  
Worked closely with University of Florida, College of Fine Arts to produce literature, press ads and specifically branding, invites and posters for their annual charity music event 'A Night at the Opera'.

**TBWA\MANCHESTER** 2007  
Selected through Leeds University to take part in a workshop with TBWA\MANCHESTER, working with a partner to gain understanding of both the Artworker and Copywriter roles in an agency. Focus was placed on developing concepts and visuals for a live brief, which were then submitted to the client for feedback.

**VSIPD** 2006  
Worked with the voluntary organisation VSIPD to bring all literature upto date in a uniform manner, working with their existing brand and implementing guidelines for them to follow in the future.

## INVOLVEMENT

**Vox Graphis - Social Representative** 2008  
Organiser of several successful social events for the University of Florida student led Graphic Design group.

**Ligature 17 - PR Representative** 2008  
Created a range of promotional materials & the press release for Vox Graphis' annual Graphic Design show.

**Grafix Society - Social Representative** 2007  
Organiser of several successful social events for the University of Leeds student led Graphic Design group.

**Young Enterprise - PR Representative** 2004  
Responsible for literature on the student run company and its products whilst also organising a special screening of our student made film and media coverage in the local newspaper.

## TOOLS

PC  
Mac  
InDesign  
Illustrator  
Photoshop  
Microsoft Office  
QuarkXpress  
Dreamweaver  
Flash

## AWARDS & EXHIBITIONS

**Leeds University Degree Show** 2009  
An optional show to exhibit work completed from my university career displayed in the format of a swivel book.

**Lure of Local** 2008  
Exhibition for a university module exploring the theme of local through a series of black & white photo montages.

**Ligature 17** 2008  
Student run exhibition juried by guest designers who included my letterpress card amongst those selected.

**Community Sports Leadership Award** 2003  
Gaining an understanding of the science behind sport, learning to plan and deliver sports classes as well as completing a number of hours voluntary work within local sports community.