

Eliza Francisco, Graphic Designer and Web/UX/UI Designer

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Markham, Ontario, Canada



I am a creative designer with 10 years of industry experience creating visual communication solutions, and have published multiple visual identity projects and websites. Has a strong graphic design background. Skilled in UX research, UI design, design systems, and front-end design.

Work Experience

Senior Graphic Designer, Quick Bite Collective (April 2025 – Present)

- Leads branding and visual design for dynamic QSR brands (Toriyaki Experience, Burgers 'n Fries Forever), producing digital and print assets: menus, social media campaigns, promotional materials
- Collaborates cross-functionally on marketing campaigns and product launches, ensuring cohesive brand identity, on-time project delivery, and alignment with the latest design and social trends

UI/UX Designer at Langara College (June – December 2024)

- UX research: conducted user interviews, user testing. Set up user flow, information architecture
- Designed responsive mobile-to-desktop wireframes, high-fidelity mockups, and multiple iterations
- Created components and implemented design systems for development

Senior Graphic Designer at The Bistro Group (April 2016 – May 2023)

- Designed logos and visual identities, and established guidelines for restaurant brands
- Directly reported to the marketing director and collaborated with the marketing and creative team to produce campaigns and collaterals from conceptualization to execution
 - **Print:** packaged files and multi-page documents, large format, posters, flyers, packaging
 - **Digital:** social media campaigns, email marketing, presentation decks, photo and video production
- Worked autonomously; managed multiple job orders at once to meet deadlines

Technical Skills

Graphics

Visual Communication
Logo, Branding, Layout Design
Print, Packaging Design
Digital Media, Photo, Video

Website and UX/UI

UX Research and Design
UI and Website Design
Design Systems, HTML, CSS
CMS, WordPress

Software and Apps

Adobe Suite (Illustrator, Photoshop, Indesign, Premiere Pro), Figma, Visual Studio Code, Google/MS Office

Education

- Post-Degree Diploma in Web and Mobile App Design and Development at Langara College (September 2023 – December 2024)
 - Best in Show for [Glucofit Mobile App](#), Capstone Event (December 2024)
 - Best in Development for [Cocotrade Web App](#) (August 2024)
- Post-Degree Certificate in Graphic Design at Media Design School (February – November 2015)
- Bachelor of Arts in Multimedia Arts at De La Salle – College of Saint Benilde (2010 – 2013)