



alex.francisco

Digital Designer

Woolworths Group #1238626
afrancisco2@woolworths.com.au

m. 0412 617 062

www.alexfrancisco.com

linkedin.com/in/alexfrancisco

Social Communications
Bachelor (Advertising Major)
Methodist University | SP – Brazil

Communication Design
Advanced Diploma
Billy Blue School of Graphic Arts
– Sydney

Business Management
Advanced Diploma
Kent Institute – Sydney

User Experience
General Assembly – Sydney

Digital designer, 20+ years across branding, publication, retail and digital including front-end. At Woolworths I design and build Branded Shops with the Retail Media Content team, including the system and templates, and run continuity campaigns brief to delivery with the Digital Creative team.

Digital Designer | Woolworths Group | since 2022

Delivery at volume: Design, build and QA 2–3 Branded Shops a week in AEM, including **assessing and supporting partner-supplied assets**.

Developer translation: Diagnosed web vs. app layout inconsistencies (CSS stacking adding space between components). **I edit code in the browser to prototype fixes and talk to developers in their language.**

Design system: Co-developed the Branded Shop guidelines with UX and developers – case scenarios, component testing, dimensions and guardrails, kept current as the product evolved. Core Design System applied across Branded Shops and the pages around them, web and app.

Front-end build: Cartology collectibles pages hand-built in HTML, CSS and JS (Cubeez, Bricks, Disney Discs, Disney Wonders, Christmas and more).

Campaigns: Oasis and Salt brief to delivery, third assigned. Built the Figma campaign Playbook component library, now used by the Everyday Rewards and UX/UI teams.

CMS migration: Two years leading the design side of the move into the **company-wide shared AEM instance**, across developers, product owners, designers and sales.

RMC squad: Most seasoned and experienced designer in a four-person design and front-end team; **first responder on complex tests and ‘wild’ trials**, and the one documenting what we learn.

Previous

Digital Designer (contractor) | Woolworths Group | 2021–2022

Design and build of Everyday Rewards eDMs, online advertising, social media assets, static and motion; creating templates and process guides.

Senior Designer | Vitamin X Creative | 2016–2018

Integrated agency, team of four: copywriter (co-owner), art director (co-owner), operations manager and me, leading the digital ‘produce’ with an offshore team of designers and developers. Toshiba, Challenger, local government...

Senior Designer | AMBA Communications | 2012–2016

Integrated print and digital, from concept to deployment. Led two developers (local and offshore) and a junior designer, shoulder to shoulder with the campaign managers. Left behind a dedicated digital team the agency didn’t have when I arrived. WD-40, Australand, d!NK...

Senior Graphic Designer | Red Ape Illustration Parlour | 2010–2012

Corporate identity, packaging, point of sale and motion. Design strategy voice on the briefs before the illustrators and motion designers took them on. Pfizer, Mojo...

Designer – Freelancer and contractor | Tibet Advertising | 2006–2010

Art direction and production of the Qantas duty-free catalogue (print, online and onboard), WordPress sites and iOS app design. Direct line to client marketing teams, preparing their guidelines and setting artwork before production. Qantas, Chanel, Puma, Diageo...

Junior Designer | Billy Blue Creative | 2004–2006

Branding including extensive brand guidelines (Lend Lease), annual reports (print and digital) and web design.