

Genée Franklin

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Branding & Marketing Specialist, Graphic Designer

Profile	A bold creative, just as unique as your brand's identity. I specialize in concepting and creating visual solutions that further enhance prosperous businesses. By utilizing digital storytelling and thoughtful implementation, I amplify the consumer experience and engagement.
Experience	Sr. Designer, Trina Turk 2021-2024 Collaborated with marketing leads to create a bold, fresh, updated look for both TRINA TURK and MR TURK brands. Stylized 40+ monthly emails/campaigns. Supported marketing efforts across all platforms both print and digitally for collections, sales, nationwide events and flagship stores. Digital Designer, Michael Stars – 2019-2020 Design lead during major re-brand (their first since 1986) by updating and conceptualizing assets to refresh overall brand look. UI/UX lead on e-comm website redesign, executed email campaigns via Listrak, digital/shoppable lookbooks, social media and in-feed marketing. Shopify web updates. Art Director; Multimedia Designer EVINE Live Inc. - 2018-2019 Worked as the lead designer for the product development office at EVINE, a home shopping network. Communicated with production vendors, managed large projects, ensuring quality and brand integrity. Developed branding, digital marketing, packaging, merchandise, and line sheets for Jane Fonda's new active wear line, as well as, projects that are more product driven, such as, Walgreens holiday line. Graphic Designer, Anastasia Beverly Hills – 2017-2018 In-house seasonal freelancer. Creative initiative for new product launches, campaigns and events via email marketing, landing pages, digital assets, social media marketing and more. Seamlessly packaged and delivered creative assets to developers. Graphic Designer, Metro Pro – 2015-2016 (similar description) Jr. Graphic Designer, Jewel Box Platinum Inc. – 2014-2015 Collaborated with sales, record labels and talent to create one-of-a-kind certified plaques. Commemorative awards across all industries. Multimedia designs including: print, silkscreens, laser cuts, and framing.
Other Notables	<i>Jane Fonda, Walgreens, LATHER, SMASHBOX, Hourglass Cosmetics, Mercedes-Benz RDNA, Coldwell Banker, Atlantic Records, Epic, Def Jam, WarnerBros</i>
Education	Fashion Institute of Design & Merchandising – A.A. Graphic Design (Branding), 2014
Skills	Proficient in Adobe Creative Suite CC (Illustrator, Photoshop, InDesign) & Microsoft Suite // Figma Shopify // UI/UX Design // Post & Pre-Press // Expert Retouching // Excellent Copywriter and Proofreader // Working Knowledge of HTML & CSS // Social/Digital Marketing //
References	Jessica Jang, Trina Turk Art Director - (626) 458-7768 Tom Colley, Anastasia of Beverly Hills Vice President of Digital, eCommerce - (310) 474-4300 Kelly Dunne, Metro Pro Director of Communication, Sales - (973) 575-0088