



FRANCESCA SCALA

DESIGNER

631.834.5226
f.scala@yahoo.com
www.francescascalacom

SKILLS

PROFICIENT IN

Adobe Creative Suite:
Photoshop, InDesign, Illustrator,
Lightroom, Dreamweaver and
Basic HTML, Flash
Microsoft: Word, PowerPoint
Nikon DSLR systems
Mac/PC

KNOWLEDGE OF

Typography
Print Design
Layout
Color Correction
Photo Retouching
Color Theory

EDUCATION

B.F.A. DIGITAL ARTS AND DESIGN MAY 2014

LIU Post, Brookville, NY

Cum Laude | Dean's List

A.A.S. GRAPHIC DESIGN MAY 2011

Suffolk County Community College, Riverhead, NY

Magna Cum Laude | Phi Theta Kappa Honors Society Member

Dean's List

B.F.A. DANCE MAY 1999

SUNY Brockport, Brockport, NY

WORK EXPERIENCE

GRAPHIC DESIGNER (JUN 2014-PRESENT)

FREELANCE ASSOCIATE GRAPHIC DESIGNER (MAY 2012-SEP JUN 2014)

Spark451, Inc.

Create successful communication solutions including: brochures, catalogs, mailers, and branding systems for several clients in the higher-education arena. Design for web pages, banners, emails, and also collaborate on interactive iPad applications.

GRAPHIC DESIGNER (JAN 2005-PRESENT)

Freelance

Creation of logotypes, advertising design for print and web, event posters, invitations, retail signage, product and dance photography, wedding invitation packages and social media.

FREELANCE DESIGNER/DANCE INSTRUCTOR (DEC 2008-PRESENT)

Village Dance Centre (Sayville Dance Theatre)

Collaborate with studio owner on marketing and advertising to help bring in new dancers to the studio. Create and maintain social media and web presence. Provide ballet and tap instruction to children ages 3 to 12 focusing on body placement, musicality, choreography, and creativity. Coordinate dance activities, performances and summer workshops with other instructors. Private coaching with a focus on strengthening ballet technique.

PEER TUTOR (FEB 2009-MAY 2011)

Suffolk County Community College

Provide one-on-one academic support to students in the Design and Computer Art degree programs by assisting in Adobe InDesign, Illustrator, and Photoshop programs.

IN-HOUSE DESIGNER (JUL 2006-MAR 2009)

RETAIL SALES/KEYHOLDER (AUG 2004-JUL 2006)

Snow Shed Ski & Marine

Entrusted with the creation of advertising materials, product sheets and flyers, and point-of-purchase signage. Responsible for all aspects of customer service including: sales, register, markdowns, returns and exchanges, receipt of shipment. Assisted with daily operations including opening and closing store.

Portfolio and References available upon request.