

FRANCESCA LOUISE CALALANG



Portfolio: francescaltc.com • **Illustration:** artstation.com/francescaltc

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WORK EXPERIENCE

Design Pickle, LLC

Creative Quality Control Specialist

July 2023 - Present

Scottsdale, AZ

- Spearheaded the quality assurance process, ensuring high standards for design deliverables, resulting in a 20% increase in client satisfaction.
- Conducted comprehensive reviews of graphic designs, focusing on typography, color schemes, layout, and overall aesthetics, maintaining a 98% approval rate.
- Delivered targeted feedback to designers, fostering continuous improvement and maintaining consistent quality across all projects.
- Enforced strict adherence to client brand guidelines, ensuring uniformity and brand integrity in all visual assets.
- Liaised between designers and clients to clarify requirements, address concerns, and guarantee satisfaction with final products.
- Continuously refined design review processes to boost efficiency and effectiveness in quality maintenance.

Poppins Collectibles & Happy Birds Duo

Senior Graphic Designer

April 2022 – July 2023

Bulacan, Philippines

- Led the design team in creating diverse print marketing and promotional materials, including flyers, stickers, catalogs, menus, packaging, and advertisements.
- Streamlined prepress design file management, ensuring seamless delivery to outsourced manufacturers and improving production efficiency by 25%.
- Developed and executed monthly email newsletters to promote products and drive engagement.
- Coordinated the printing and packaging processes, contributing to a 20% reduction in production time.
- Played a key role in shaping the visual identity of two startup companies, contributing to their brand development and market presence.

Freelance Multimedia Designer

Designer and Illustrator for various clients

May 2020 – April 2022

- Designed graphics and visual collaterals for CELLEMENTS Estonia, enhancing their brand presence in the biotech sector.
- Created digital illustrations for Breaking Meth, a medical rehabilitation center, significantly improving their visual communication and patient engagement.
- Delivered high-quality concept art and illustrations for individual commissions, establishing a robust client base and achieving a 95% client retention rate.

The Studio of Secret 6, Inc.

Concept Artist

January 2019 – May 2020

Ortigas, Philippines

- Developed 2D game art, including environment concepts, digital paintings, textures, and graphic illustrations for high-profile projects.
- Contributed to the successful launch of Naughty Dog's The Last of Us Part 1 for PlayStation 5 by creating branding and graphic designs for environment assets.
- Produced digitally painted scene frames for Interior/Night's As Dusk Falls, enhancing the game's visual storytelling.
- Officially credited for contributions to major game titles.

EDUCATION

University of the Philippines - Diliman

Master of Arts in Art Studies, Art Theory and Criticism

July 2021 – present (on leave)

- Focus on developing theoretical frameworks and methodologies in various art subjects.

CIIT College of Arts and Technology

Bachelor of Fine Arts, Digital Painting and Sculpture

August 2016 – Sep 2020

- Best Thesis Awardee for creating an interactive illustrative book.
- Service Awardee, 3.28/4.00 GPA.
- Co-founded the college's first traditional arts organization, serving as Treasurer and Creatives Head for three years.
- Actively involved in creating commercials and promotional media as an arts representative.

SKILLS & INTERESTS

Skills: Creative Direction, Quality Control, Graphic Design, Concept Art, Digital Illustration, Brand Development, Project Management, Client Communication, Process Improvement

Interests: Video games (Overwatch & RPGs), stationery, art history, music history, old movies, running, perfume collecting, Battlestar Galactica, Star Trek, The X-Files, Dungeons & Dragons