

FRANCHESCA LOUISE

3 D T E X T U R E A R T I S T

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Vancouver, BC (Canadian Citizen)

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PROFILE

Creative and detail-oriented 3D Asset Designer with a diploma in 3D Asset Design from Think Tank Training Centre, specializing in Texture Art, and a strong background in Design, Marketing, and Fine Arts. Recent graduate leveraging artistic skills and marketing experience to contribute to innovative projects and drive visual storytelling in a dynamic and collaborative environment.

EDUCATION

3D Asset Design in Film and Games

Think Tank Training Centre
2023 – 2024

- Specialized in Texture art for Characters and Environments in Film
- Developed 3D creatures, environments, and props to simulate a production pipeline with a focus on showcasing texture art and look development skills, troubleshooting issues in 3D scenes, and problem-solving technical problems
- Under the mentorship of Renato Eiras, gained inside knowledge of industry workflows and production pipelines in film

Bachelor of Arts in Art and Design

University of Alberta
2013 – 2018

- Combination of Fine Arts and Industrial/Communication Design courses
- Certificate in Video Game Development
 - Developed two video games using Unity within a team of a sound designer, programmers, a writer, and an artist
 - Lead Designer, Environment Artist, Character and Prop Artist, Level Design

SKILLS

Technical

- Substance 3D Painter
- Mari
- Maya
- Zbrush
- Mudbox
- Photoshop & Illustrator
- Nuke
- V-Ray
- Davinci Resolve
- JIRA

Professional

- leadership and entrepreneurship skills
- strong sense of composition, conceptual thinking, and color theory
- thrives in a collaborative team environment
- ability to learn quickly, adapt, and take critique

EXPERIENCE

Digital Marketing Specialist

Hive Climbing and Fitness | 2021 - 2022 | BC

- Developed and executed targeted digital marketing campaigns resulting in an 8% increase in new memberships and a 10% boost in event participation.
- Managed PPC campaigns across Google Ads and social media platforms, optimizing ad spend and achieving a 12% improvement in cost-per-acquisition.
- Created and implemented engaging content strategies, including blog posts, social media updates, and video content, which increased online engagement and brand visibility by 18%.
- Analyzed campaign performance using tools like Google Analytics, providing actionable insights that led to improvement in conversion rates and campaign.

Marketing Director

Rock Jungle Bouldering | 2019 | Alberta

- Directed online marketing plans with effective SOE, CRM, social media, and viral video campaign strategies, resulting in (75%) increased customer engagement, retention, and sales (i.e. \$2k+ registrations in 1st week of Camps using a budget under \$100)
- Assessed and strengthened client digital presence, including rewriting website copy, creating a brand guide, authoring blog posts, and updating social media platforms producing on-brand, curated content that increased following by 40%

Image Asset Specialist, Advertising

The Brick Corp. | 2018 - 2019 | Alberta

- Edited images in post-production using Adobe Creative Suite to produce clean, on-brand digital assets for customer-facing content through ticketing system JIRA
- Optimized image and asset databases creating a more efficient work environment that reduced production time and resources
- Lead a team of 3D designers to style and render interior designed rooms for promotional material