

FRANCISCO NEVAREZ

BRAND & VISUAL DESIGNER | NEVAREZ.FRANCISCOJOEL@GMAIL.COM | 408.685.9295
SAN JOSE, CALIFORNIA

Brand and visual designer with a track record of building cohesive visual systems from the ground up. Background spans brand identity, art direction, marketing design, web design, and product design with hands-on experience delivering campaigns, digital assets, pitch decks, and full brand identities for clients across multiple industries. Comfortable setting creative direction and executing it, working closely with stakeholders, and flexing across deliverable types.

EXPERIENCE

PRODUCT DESIGNER & CREATIVE CONSULTANT | PI ————— REMOTE • DEC 2025 - PRESENT

- Redesigned App Store screenshots as the first project for Pi (a community event platform for run clubs, soccer clubs, and social groups) establishing a cleaner, more consumer-facing visual tone
- Stepped into a Product Owner role (Jan-Mar 2026), leading feature prioritization and writing PRDs for V1 initiatives including Ticket Purchasing, Community Profiles, and the Home Page
- Advocated for and drove the team's shift from FlutterFlow to Claude Code + Cursor, integrating AI workflows to improve output quality and iteration speed
- Currently designing flows and screens for features including digital Raffle Tickets and a Waitlist experience feature
- Operating as both designer and target user — an active run club leader with firsthand insight into the community experience the product is built for

VISUAL DESIGNER | FRANKDOT DESIGN STUDIO ————— SAN JOSE, CA • JUN 2018 - PRESENT

- Built visual systems from the ground up for clients across multiple industries — delivering full brand identities, marketing sites, pitch decks, and digital assets from concept through final execution
- Designed and built responsive marketing sites in Framer and Webflow, giving clients scalable, easy-to-manage web presences
- Developed end-to-end brand identity systems including logos, visual language, digital and print assets, social templates, signage, and merchandise

LEAD & VISUAL CREATIVE | RUN FREE RUN CLUB ————— SAN JOSE, CA • JAN 2025 - PRESENT

- Led visual identity refresh and ongoing creative direction for an active run club with brand partnerships across Nike, Adidas, New Balance, Lululemon, On, and Mizuno
- Designed event flyers and marketing materials that consistently drive stronger turnout
- Currently designing the club's summer merchandise collection

VISUAL DESIGNER | NOTOW ————— LOS GATOS, CA • DEC 2023 - SEP 2025

- Brought in for a website redesign; identified a broader brand need and stepped up to define the full brand identity for a consumer-facing vehicle security product
- Designed the logo, brand system, packaging, and marketing assets — giving the product a clean, trustworthy identity aligned with its consumer positioning
- Built the company's first website, investor decks, and social campaigns to support early fundraising efforts
- Contributed to UI/UX for the companion mobile app, designing alert states, flows, and interfaces for vehicle-movement notifications

DESIGN INTERN | NOBLEAI ————— SAN FRANCISCO, CA • NOV 2022 - JUN 2023

- Partnered with leadership and marketing to redesign the company's brand and website, repositioning NobleAI as a science-forward AI platform
- Designed and built CMS-driven landing pages in Webflow, enabling the marketing team to publish and iterate without developer support
- Produced pitch decks, templates, and social graphics — maintaining consistent brand expression across all channels under tight timelines

SKILLS & TOOLS

DESIGN: Brand Identity, Art Direction, Visual Direction, Marketing Design, UI/UX, Design Systems, Web Design, Packaging

TOOLS: Figma, Framer, Webflow, Adobe Creative Suite, Cursor, Claude Code, ChatGPT, Jitter

OTHER: AI-Integrated Workflows, Photography, Social Media Creative, No-Code Development, Cross-functional Collaboration

EDUCATION

DESIGNERSHIP | FIGMA MASTERCLASS ————— SEP 2025 - DEC 2025

DESIGNLAB | UX BOOTCAMP ————— JUL 2022 - DEC 2022

FLUX ACADEMY | WEBFLOW MASTERCLASS ————— DEC 2021 - JAN 2022

THE FUTUR | LOGO DESIGN & CONSTRUCTION ————— JUN 2021 - JUL 2021

