

# FRANCIS DROPIK

*creative professional  
with more than ten  
years of experience*

## Graphic Design

- + Experienced in creating visual experiences for global brands; specializing in composition, typography, balance and colour
- + Quickly grasp, visualize and extrapolate concepts into engaging, creative designs that make an impact and produce results
- + Skilled in the creation of a wide-range of media, including: websites, interactive multimedia, print collateral, publications, tradeshow displays, direct mail, packaging, software interfaces and mobile applications

## Design Management

- + Creative lead and project manager of global and regional creative projects in both agency and corporate environments; key understanding of team building and leadership in both hands-on and hands-off environments
- + Confident and articulate verbal communication skills in daily client interaction, pitching new business, interdepartmental projects and leadership of small creative teams

## EXPERIENCE

### Creative Manager

2004 – Current | Redwood Software | Wokingham, Berkshire, UK

- + Responsible for design direction from concept to completion, design standards and representation of the corporate brand across all marketing and communications
- + Creation of corporate marketing materials, including: brochures, eBooks, booth and event design, client facing presentations, corporate and regional websites, e-Marketing deliverables and software interfaces
- + Worked closely with developers to create artwork for iOS applications

### Webmaster & Multimedia Specialist

2002 – 2004 | CyberGuard Corporation | Ft. Lauderdale, FL USA

- + Creative lead for key corporate events, including regional sales meetings and Advisory Board summits. Created unique themes with supplemental materials including: web micro-sites, recap CDs, posters, invitations, t-shirts, PowerPoint Presentations and multimedia presentations
- + Managed the re-design of the 500-plus page corporate website as part of a global re-branding exercise
- + Designed various Multimedia sales tools designed in Flash; each tool comprising of multiple chapters, extensive animation work, video clips and professional voice over



*Fran is a rare creative talent, and he was paramount to the success of Redwood's global marketing campaigns. He could take the germ of an idea and turn it into something that not only looked visually stunning, but he always managed to add a little something that provided a much needed differentiator from the kind of multimedia designs that our competitors in the marketplace were producing.*



David Lloyd, Sales Director



*Fran is aggressive, dynamic and exceptionally creative. He works well with and communicates well with all levels within an organization. He can take ownership of ideas, run with them, and you can be confident that the results will be powerful and on the money.*



Pat Clawson, Chairman/CEO



*Francis listens, understands the need, and consistently delivers high quality, creative deliverables.*



Katy Sutcliffe, Client

## EXPERIENCE

### Senior Graphic Designer

2001 – 2002 | ShutterPort Inc. | Boca Raton, FL USA

- + Responsible for the day-to-day creative and maintaining the corporate identity

### Web Designer

2000 – 2001 | WebStream | Ft. Lauderdale, FL USA

- + Designed several high-profile websites, including world-champion boxer Evander Holyfield, Latin television icon Walter Mercado, the Miami Dade Expressway agency, and the independent film *All For Nothin'*

## SOFTWARE

- + Program knowledge includes: Illustrator, Photoshop, InDesign, Flash, Premiere, Quark Express, Corel PhotoPaint, Axialis IconWorkshop, Sony Sound Forge and Vegas
- + Skills in traditional art forms including photography, freehand sketching and painting (acrylic)

## EDUCATION

### Chartered Institute of Marketing

2005-2006 | Wokingham, Berkshire, UK

### Art Institute of Fort Lauderdale

1997-1998 | Fort Lauderdale, FL USA

### School of Environmental Studies

1995-1997 | Apple Valley, MN, USA

*portfolio available online at  
[www.dropik.com/portfolio](http://www.dropik.com/portfolio)*



*[Fran is] always positive and enjoyable to have around. Even during the toughest of times, he delivered excellent work that was to the highest of standards. Fran has depths of potential that he can draw upon which will see him do well in the future.*



Richard Page, SVP Global Marketing



*Fran is a great person to work with and his creativity and work ethic are superb. I first met Fran in Fort Lauderdale when interviewing for a webmaster. [We had] 100 candidates, shortlisted 10, and Fran came out top. He did not disappoint and grew to become a trusted friend and colleague. Fran is one of the best creative graphics designers I have worked with.*



Andrew Clarke, VP Marketing



*... Fran is able to manage resources and use the tools of his trade effectively and efficiently, delivering design work of consistently high quality.*

*An asset to any team.*



Chris Lentz,  
Director of Product Management



*Fran was one of the most creative designers I had ever worked with. His attention to detail is what made him stand out from the rest. I would strongly recommend him.*



Santiago Alfonso, Client