

# JUSTIN FRANCISCO

Brand & Creative Direction · \$13.3M+ in awarded contract value

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*Brand systems, naming, and environmental design embedded in \$13.3M+ awarded annual contract value across education, sports, and corporate sectors in a single fiscal year. I create strategic designs that win.*

## SENIOR GRAPHIC DESIGNER

Compass Group Canada / 2021 – Present

Senior graphic designer for Canada's largest foodservice company. I build brand strategy and visual systems across hospitality, education, sports, and corporate sectors. Develop station brand concepts, naming, and environmental direction from wordmark to signage. Direct photo and video shoots.

### Awarded Contracts — Creative Lead

**Algonquin College** (\$9.0M annual) New campus dining program built to read as an extension of the college itself. I drew the Algonquin green, institutional typography, and logo cues into a family of station brands — The Grill House, Bagel Den, and a grab-and-go market — so each venue felt distinct but unmistakably Algonquin. The largest education award in the year's pipeline.

**King's University College** (\$2.4M annual) The King's Table dining brand, built directly from the institution's own identity — crest, colors, and typography — so the program reads as the school, not an outside vendor. A sub-brand designed to inherit trust rather than introduce a new logo to learn.

**Progressive Arena** (\$1.9M annual, 10-yr term) Top-to-bottom venue refresh for a decade-long partnership — VIP suites, environmental branding for kids' areas, wayfinding, and concourse, all tied to a single family that pulls from the Sarnia Sting identity. District 94 is the pinnacle of the system—a new bar and eatery (named for the arena's 1994 founding) built to draw as a standalone destination, not just somewhere people end up because they're already at the game.

### Competitive bid & flagship accounts

**York University — YU Eats** — Brand and environmental system for the CSQ food hall and satellite locations, including unified station identities. A refresh program that revitalized a flagship account.

**Redeemer University** — Hospitality brand and logo developed for a competitive RFP (Chartwells, \$2.6M annual).

**Sarnia Arena** — Full venue rebrand in 2 weeks from concept to print. Brand identity, wayfinding, and environmental graphics for premium suites, restaurant, bar, and concourse. Met a hard season-opener deadline.

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## HOW I WORK

I iterate and test multitudes of directions, then build strong solutions on round one—refining with judgment built over 10 years in high-pressure environments.

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## WHAT I DO

Brand systems & spaces  
Creative direction  
Naming & brand architecture  
Environmental design  
Wayfinding systems  
Motion & video  
3D visualization  
UI design & prototyping  
Illustration

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## TRUSTED BY

Compass Group Canada  
York University  
Dalhousie University  
Liberty Entertainment Group  
Sarnia Arena  
Chestnut Park Real Estate

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## TOOLS

Adobe CC  
After Effects, Premiere  
Blender  
HTML / CSS / JS  
AI workflows (Claude, Midjourney)

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## EDUCATION

Honours B.Des, Graphic Design  
OCAD University, 2014–2018

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## LANGUAGES

English (native)

## **Strategy & systems**

**Foundations 2026** — Redesigned a sprawling station concept portfolio into a tight, equipment-driven framework that works across 300+ units country-wide.

**Northwood Corrections** — Naming and full multi-registry trademark clearance, for Compass Group Canada's Corrections sector—delivered as a complete rationale and brand package.

## **GRAPHIC DESIGNER**

Compass Group Canada (Restaurant Associates) / 2020 – 2021

Brand and marketing materials for corporate dining clients including Microsoft, CIBC, RBC, and Rogers.

## **MOTION GRAPHIC DESIGNER**

CityNews / CityTV / 2018 – 2020

Broadcast motion graphics including the 2019 Federal Leader's Debate. Daily assets for national news on live deadlines.

## **FREELANCE DESIGNER**

Self-employed / 2016 – 2018

Branding, web, and UI/UX for startups and small businesses.