

JUSTIN FRANCISCO

Brand & Creative Design Lead · Brand, Motion, and AI-Assisted Production · \$13.3M in awarded contract value

Guelph, ON (remote, in Toronto as needed) · jtkfrancisco@gmail.com · francisco.design

SUMMARY

In-house lead designer with 10 years across brand, environmental, campaign, and broadcast motion work. I run major projects as both designer and project manager, from brief to delivery. Much of my recent work is the creative behind competitive RFP responses: \$13.3M in awarded annual contract value in a single fiscal year. I use AI tools in daily production, with review steps that keep the output on-brand.

EXPERIENCE

Manager III, Program & Promo | Compass Group Canada 2021 – Present

Lead designer for Canada's largest foodservice company. I own brand strategy, visual identity systems, naming, environmental design, and photo and video direction for clients in education, sports, hospitality, and corporate sectors.

RFP and proposal creative

- **Creative lead on awarded contracts:** brand and environmental concepts behind \$13.3M in awarded annual contract value in one fiscal year.
- **Algonquin College (\$9.0M annual):** campus dining program and a family of station brands built from the college's own colours, type, and logo cues. The largest education award in that year's pipeline.
- **King's University College (\$2.4M annual):** The King's Table dining brand, built from the school's crest, colours, and typography so the program reads as the school, not an outside vendor.
- **Progressive Arena (\$1.9M annual, 10-year term):** full venue refresh covering VIP suites, kids' areas, wayfinding, and concourse, plus District 94, a new bar and eatery built to draw as a standalone destination.
- **Redeemer University:** hospitality brand and logo for a competitive RFP (Chartwells, \$2.6M annual).

Brand systems, events, and production

- **Foundations 2026:** rebuilt a sprawling station concept portfolio into one equipment-driven framework that works across 300+ units nationally.
- **Sarnia Arena:** full venue rebrand in 2 weeks, concept to print. Identity, wayfinding, and environmental graphics. Managed fabricators and printers through on-site installation and met a hard season-opener deadline.
- **CX flagship event (The Dome, Toronto):** end-to-end creative for Compass Group Canada's annual executive event on a \$300K+ budget, including identity, website, mobile app, stage design, signage, swag, and promotional materials.
- **York University, YU Eats:** brand and environmental system for the CSQ food hall and satellite locations, including unified station identities.
- **Northwood Corrections:** naming and multi-registry trademark clearance, delivered as a complete rationale and brand package through legal and executive approvals.
- **Production:** direct photo and video shoots. Use Claude and Midjourney in concepting and production to test more directions and ship faster without lowering quality.

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 Leaders' Debate. Daily animated assets for national news on live deadlines.

Freelance Designer | Self-employed 2016 – 2018

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

SKILLS

Brand and design: visual identity, brand systems and guidelines, brand architecture, naming, campaign and marketing design, print production, environmental design and wayfinding, event and swag design, presentation decks, web and UI design, illustration, 3D visualization

Motion and video: motion graphics, short-form video, animated social content, photo and video direction

Process: project management from brief to delivery, stakeholder management, vendor management, AI-assisted production workflows

Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere), Blender, Canva, HTML / CSS / JS, Claude, Midjourney

EDUCATION

Honours B.Des, Graphic Design · OCAD University, 2018