
Franz Buzawa

Interactive & Print Designer

Contact

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Profile

CAPABILITIES

- Design execution from concept to implementation
- Brand and identity design
- Responsive web and email design including UX, UI and visual design
- Content management system (CMS) integration
- Thorough knowledge of print design and production methods
- Manage multiple projects and deadlines, setting and meeting goals

TOOLS (BASELINE SET)

- A pen and sketchbook
- Adobe Creative Cloud
- HTML and CSS
- Microsoft Office

ATTITUDE & APPROACH

- Organized, resourceful and detail-oriented
 - Self-motivated with a strong desire and commitment to develop new skills
 - Clearly communicate concepts and ideas to colleagues and stakeholders
 - Adaptable and collaborative
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Experience

DESIGNER & CONSULTANT 2005–present

A partial client list by sector–

Arts & Entertainment: American Repertory Theatre, Boston, MA; The Institute of Contemporary Art/ Boston, Boston, MA; Newton Public Library, Newton, MA; Peabody Essex Museum, Salem MA

Government & Education: Boston College Graduate School of Social Work, Chestnut Hill, MA; Massachusetts College of Art and Design, Boston, MA; NYC Administration for Children's Services, New York, NY

Financial Services: Massachusetts Financial Services, Boston, MA

Healthcare: Health Dialog, Boston, MA, Spark Health, Mattawan, NJ

Professional & Technical Services: 25-Seven Systems, Boston, MA; BioRAFT, Cambridge, MA; VHB, Watertown, MA; Lauchlanworks, Exeter, NH

Development, design and execution for every facet of a client's marketing and communication strategy including

- Branded experiences and logo design
- Visual design and front-end development for websites, landing pages and product UI
- HTML email design and development
- Exhibit graphics, including labels, signage, posters and brochures
- All forms of marketing collateral including advertisements and direct mail

SENIOR WEB DESIGNER 2010-2012

Natixis Global Asset Management, Boston, MA

Maintained rigorous brand standards in the design, development and implementation of all digital communications for this global, boutique financial services firm, including

- UI and visual design for website templates and social media sites
- UI, visual design and front-end development for event registration sites
- Email visual design for CRM integration
- Internal process documents
- Charitable and volunteer print promotions

GRAPHIC DESIGNER 2002-2004

Atari Inc., Beverly, MA

Designed trend-setting product packaging and marketing collateral for best-selling video game brands as well as corporate, in-house projects including

- Product packaging and in-store displays
- Conference and event graphics
- Direct mail and sales kits
- Investor newsletters and annual reports

PRINT PRODUCTION ARTIST 1998-2001

A partial client list includes Beth Singer Design, Arlington, VA; Chermayeff & Geismar Inc., New York, NY; Design Smith, Arlington, VA; Financial Communications Inc., Bethesda, MD, Hasten Design Studio, Washington, DC; Kinetik, Washington, DC

Built a successful freelance practice by offering clients expertise and demonstrated skill as a print production artist. Projects included

- Award-winning branding, identity programs and design guidelines
- Long-form publications such as books, annual reports and catalogs
- Trade and educational publications
- Way finding signage
- All forms of marketing collateral

Education

YALE UNIVERSITY SCHOOL OF ART

MFA with Honors

SCHOOL OF VISUAL ARTS

BFA with Honors

Awards

MUSEUM PUBLICATIONS DESIGN COMPETITION

First prize in the Calendars of Events category

JOAN MITCHELL FOUNDATION PAINTERS AND SCULPTORS GRANT

Awarded to artists who produce work of exceptional quality