

Franco Paolo Failoni

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MY PORTFOLIO

<https://fpfproductions.com>

VIDEO PRESENTATION & PRODUCTION

<https://vimeo.com/798228875> ---> <https://vimeo.com/fpfproductions>

SOCIAL MEDIA

<https://behance.net/FpFproductions>

<https://linkedin.com/in/franco-paolo-failoni-velasco/>

SUMMARY PROFILE / COVER

I am an enthusiastic, enterprising and proactive professional eager to learn and find answers, who seeks to establish career and contribute to personal and institutional growth. I excel at building strong institutional and interpersonal relations and possess the necessary discipline to execute at my highest potential without forgetting the importance of the human aspects of business.

Applying and performing the design in an alternative and open-minded way, taking into consideration the subjectivity, balance and needs from the vast and constantly mutant design market (an *avant-garde* one that refers to no particular manual or reference guide when it comes to explaining the natural act of creativity), has always been my principal directive. Thanks to my international background, formal and informal education, I have a unique set of artistic skills appropriate for global / international organizations and can easily adapt to changes and also possess the ability to maintain excellent relations within institutions and colleagues.

WORK EXPERIENCE

Freelance Creative Consultant & Designer. 15/01/2011 – Today

- Established my professional graphic & web design/development services representation through my own brand and my digital portfolio and website (FPFPRODUCTIONS), founded in 2011 and online ever since; upgraded and updated in 2020.
- It's been nearly about 12 years of independent, successful graphic art production and web projects management, sustaining absolute satisfaction of personal clients acquired over past years. Currently my objective is to start working for the UK and

EU markets, as a hired talent for which I am actively looking for and open to work, new challenges and aiming at always learn, achieve and succeed.

- My concentration focus areas are visual communication, art conceptualization, final art design, motion design/graphics & animation as well as Front-End design (websites planning, design, development and integration). I am ready and at the forefront of the latest design trends.

Creative Director & Senior Designer. TOURPASSCARD. Caracas, Venezuela
04/02/2009 – 31/12/2010

- Front-end design of templates for websites, newsletters, landing pages, etc. UX / UI design, information architecture, wire-framing layout.
- 2D motion graphics and animation works. Web banners advertising campaigns design and development.
- Final art production for different print media requirements such as magazine advertising ads, newspaper advertising ads, posters, stationery development, corporate image & identity development, etc.

Senior Web Designer. ADVERWEB. Caracas, Venezuela **01/04/2008 – 31/01/2009**

- Full dynamic front-end development in ActionScript 2.0 & 3.0, UX / UI design, adaptation and adjustments to Adobe Flash templates directly bought and downloaded from coolhomepages.com and templatemonster.com
- HTML/CSS/jQuery front-end design and layout, web templates wire-framing layout.

Graphic & Web Designer. SERVICIOS NETOSFERA. Caracas, Venezuela
15/03/2007 – 30/03/2008

- Front-end design and development of hybrid websites (HTML/CSS/AS2) integrated with 2D animated motion graphics UX / UI.
- Wire framing and layout of HTML/CSS templates.
- Concept art, logotype design, corporate identity and image development, branding, final art production, etc.

Graphic & Web designer. DIARIO EL UNIVERSAL (EUD). Caracas, Venezuela
12/01/2006 – 28/02/2007

- Conceptualization and design of internal advertising campaigns promoting specific sections and services in the classifieds appended body part inside the daily newspaper.
- Final art production for different print media requests such as magazine covers, advertising ads, posters, brochures, flyers, rollup banners, etc.
- HTML/CSS templates design and wire-framing layout, static and dynamic animated GIF banners development, web-branding campaigns support.

Graphic Designer. CALVO ADVERTISING SERVICES. Caracas, Venezuela

05/04/2005 – 30/12/2005

- Creative department general support to final art production and other main tasks including logotype design, art conceptualization, corporate identity and image design and development, rollup banners, catalogue design layout, packaging planning, etc.

Graphic Designer & Photolith Layout Operator. GRUPO IMFINCA IMPRESORES. Caracas, Venezuela **17/03/2004 – 29/03/2005**

- Final art layout and deployment prior to digital and offset pre-press printing process output.
- Design and production of final arts for internal own printing house requests such as advertising ads, advertising ads, advertising ads, calendars, postcards, posters, brochures, magazine covers, etc.

Graphic Designer. COMERCIAL MONVEN. Caracas, Venezuela **16/04/2003 – 31/01/2004**

- Main company's catalogue and brochure production, vector design of swimsuits & children clothing under authorized representation from world-licensed brand *SANRIO Ltd (Hello Kitty & Friends)*
- Final art production for packaging, stickers and fine tag labels.

Illustration Consultant & Modeler. VISOARQ. Caracas, Venezuela **01/03 – 20/11/2000**

- Brochure illustration works and creation of Venezuela's scaled model exhibit pavilion for *PDVSA / OPEP World Summit 2000* celebrated in Venezuela that same year.

EDUCATION

Master's Degree. Diploma: **Web, Multimedia & Motion Graphics** @ CENTRO DE DISEÑO DIGITAL DE CARACAS CDD. Caracas, Venezuela. Intensive +1000 academic hour studies program. March – December, 2005

Bachelor of Fine Arts Degree. Diploma: **Graphic Designer & Illustrator** @ JOSE MARÍA VARGAS UNIVERSITY. Caracas, Venezuela. College studies. January 1992 - December 1997.

CERTIFIED COURSES

Motion Design Foundation – Motion graphic design and animation latest creative skillset fit for the real-world industry and design market @ CREATED ACADEMY. London, January 21st – April 23rd 2021.

WORDPRESS 4.3.1 - *The preferred Content Management System* @ COMUNICACIÓN VISUAL TRAINING CENTER. Panamá City, 2015

WORDPRESS, DRUPAL & JOOMLA - *Introduction to Content Management Systems @*
INSTITUTO DE COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2014

Adobe Creative Cloud CC - *Photoshop + Advanced Photo retouching and photo editing @*
INSTITUTO DE COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2014

Adobe Creative Suite CS6 - *Dreamweaver + XHTML / DHTML / CSS2.* INSTITUTO DE @
COMPUTACIÓN GRÁFICA ARTS. Caracas, Venezuela. 2012

Adobe Creative Suite CS5 - *Flash + ActionScript 2.0 + HTML & CSS integration @* POSA
STUDIO CREATIVO. Caracas, Venezuela. 2009

LANGUAGES

Spanish – Native

English – Proficient

Italian – Proficient

PERSONAL AND JOB-RELATED SKILLS

Project requirement analysis, researching and prioritizing. Maintaining service level commitments to achieve in full both client and employer satisfaction. Team-working spirit with a persuasive, outgoing, energetic and problem-solving attitude. Strong attention to detail with flexible approach and always willing to learn and achieve new tasks and procedures.

TECHNICAL-RELATED SKILLS

MaC OS / PC Windows Operative Systems

Adobe Creative Cloud CC

Cinema 4D

UX & UI

HTML / CSS

WordPress

W3CSS-Framework

Bootstrap-Framework

Integration languages PHP / JavaScript / jQuery – **basic level!**

cPanel File Manager

PhpMyAdmin

MySQL

FileZilla-FTP

Microsoft Office 365