

Francheska Tan

Designer | Photographer | Visual Artist

New York Metropolitan Area
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EDUCATION

Rutgers University | Mason Gross School of the Arts

September 2021 - May 2025

BFA in Design & Media | New Brunswick, NJ

EXPERIENCE

VX Media LLC | Freelance Graphic Designer/ Graphic Design Intern

December 2023 - Present | New York, NY

- Assist in the creation and editing of visual materials for marketing campaigns, including digital graphics, print materials, presentations, and social media content.
- Participate in brainstorming sessions for new campaign ideas and contribute fresh perspectives on current design trends and techniques for clients such as Tiffany and Co., Dolce Vita, & UGG.

The Daily Targum | Associate Graphics Editor

October 2023 - Present | New Brunswick, NJ

- Create various assets, graphics, and layouts for sports, news, and opinions for digital publication and content for the official student-run newspaper of Rutgers University.

Rutgers Office of Careers | Graphic Design Intern

July 2023 - Present | New Brunswick, NJ

- Designed email headers and crafted social media banners for three major programmatic initiatives, ensuring a cohesive visual presence across platforms.
- Created graphics, including digital/print posters and cards, for internal communication and promotion.
- Designed custom icons tailored for various platforms like the official Fair mobile apps and the official Instagram highlights.

Honeysuckle Magazine | Guest Designer

October 2023 - January 2024 | New York, NY

- Create assets, graphics, and layouts for Winter 2023 Mobb Havoc print magazine publication, event posters, pitch decks, and digital content.
- Collaborating with creative director to address the needs of the publication.

DIGroup Architecture | Graphic Design Intern

June 2023 - December 2023 | New Brunswick, NJ

- Contributed to the development of diverse projects, including environmental graphics, internal and external presentations, and various marketing initiatives.
- Designed internal team invitations for events and outings within the firm.
- Managed project files while compiling and composing layouts and coordinating with the graphics department.

SKILLS

Adobe CC: Photoshop, Illustrator, Indesign, Premiere Pro, & After Effects
Photography, Blender, Figma
HTML, CSS, Javascript, Microsoft Office