NATE FRANCIS

BRAND & CREATIVE COMMUNICATIONS STRATEGIST

Bringing Ideas to Life | Albuquerque, New Mexico | 505-320-7123
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PROFESSIONAL SUMMARY

Creative marketing and communications professional with 28 years of experience developing brands, shaping visual narratives, and bringing ideas to life. Combines creative direction, design, communication strategy, and hands-on production experience to turn complex information and creative challenges into clear, engaging work. Experienced in building visual identities, developing marketing materials, shaping publications, and carrying projects from initial concept through final production. Known for resourcefulness, adaptability, and the ability to connect creative vision with practical execution.

CORE EXPERTISE

Brand & Creative Strategy: Brand development, visual identity systems, brand stewardship, creative direction, concept development. **Marketing & Communications:** Marketing communications, content development, visual storytelling, campaign materials, digital and social content. **Design & Publications:** Publication and presentation design, information design, typography, illustration, packaging, advertising, environmental branding. **Production & Execution:** Print production, prepress, production-ready artwork, vendor coordination, signage, apparel graphics, project coordination, creative problem-solving.

PROFESSIONAL EXPERIENCE

NEW MEXICO COMMUNITY CAPITAL (NMCC) | Albuquerque, NM

Brand & Marketing Coordinator (Independent Contractor) | 2021–2024

Graphic Designer (Employee) | *2025–Present*

- Strengthened and standardized NMCC's visual identity, developing consistent brand communications across organizational marketing, publications, and digital materials.
- Developed the Resilience Hub visual identity and supporting brand system, translating its mission as an Indigenous community-centered space into a cohesive physical experience through its logo, brand guidelines, environmental graphics, signage, window and floor graphics, brochures, and informational materials.
- Designed and developed major organizational publications, including The Future Is Indigenous Women Five-Year Impact Report and NMCC's 20-Year Anniversary publication, organizing history, program information, stories, and impact into cohesive visual narratives.
- Transformed complex information into accessible visual communications, including presentations, newsletters, reports, infographics, and marketing materials.
- Managed creative projects from concept through production, coordinating with printers, fabricators, and other production partners while adapting to changing requirements and solving practical design and production challenges.

SCHOOL FOR ADVANCED RESEARCH | Santa Fe, NM

Communications Coordinator | February 2021–October 2022

- Developed marketing and communications materials supporting institutional branding, exhibitions, programs, and public engagement.
- Contributed to the branding and visual communications for Grounded in Clay, a major exhibition centered on Pueblo pottery and artists, including the design of its exhibition booklet.
- Redesigned the Scholar House photographic display, replacing a Velcro-mounted arrangement of more than 500 photographs with a wall-mounted rail system and professionally edited, reduced-size images—improving presentation and creating capacity for approximately 2,000 additional photographs.
- Collaborated with leadership and internal stakeholders to develop communications materials and maintain a consistent visual presentation across print and digital channels.

GRAPHIC CONNECTION | Albuquerque, NM

Lead Senior Designer | January 2008–February 2019

- Led a team of four designers, overseeing creative development, project assignments, quality control, and production deadlines.
- Directed design and production of apparel graphics, promotional materials, and visual assets for collegiate athletics, football bowl events, national food-service brands, and commercial clients.
- Created original illustrations, apparel graphics, screen-print separations, embroidery artwork, advertising designs, and production-ready vector artwork.
- Managed print production workflows and client/vendor relationships; helped transition the company's creative workflow from PC to Mac through hands-on technical knowledge and practical troubleshooting.

ZIA GRAPHICS | Albuquerque, NM

Graphic Designer | December 2005–December 2007

- Created illustrations and graphic designs for screen printing and embroidery; prepared production-ready screen separations and artwork for clients and vendors nationwide.

INDEPENDENT CREATIVE PRACTICE

NATE FRANCIS / UNEK CREATIVE

Independent Creative Professional | 1999–Present

- Built an independent creative practice spanning brand identity, logo development, illustration, advertising, packaging, editorial design, murals, apparel graphics, and visual communications.
- Developed creative concepts and visual direction for commercial, entertainment, fashion, and publishing projects, collaborating with designers, artists, agencies, and production partners.
- Created commercial murals and large-scale visual projects, including work associated with Microsoft and the Chicago Cubs.
- Collaborated with the contributing artist and production partners on a Reservation Dogs farewell tribute, translating supplied artwork into a large-scale spray-painted mural on a shipping container.
- Created an original design for the Sunday Afternoons Artist Series, translating a creative concept into a commercially produced product.
- Worked with fashion designers, model agencies, and editorial clients in the United States and internationally.

EARLIER CAREER EXPERIENCE

LA UNDERGROUND

Music & Editorial Design

- Collaborated with national underground hip-hop artists on CD jewel case artwork and packaging; created design work for an internationally distributed magazine.

ATOMIC SIGNS

Signage & Visual Communications

- Developed foundational experience in sign design and visual communication for physical environments.

AMERICAN CLASSIFIEDS

Publication Design & Print Production

- Built foundational experience in publication layout, print design, and production.

CREATIVE FOUNDATION

My creative journey began in high school, creating hand-drawn logos for my community before digital design tools became part of my workflow. From drawing and graffiti-inspired expression to murals, illustration, and design, I developed a lifelong practice of turning ideas into visual stories.

EDUCATION

Central New Mexico Community College | Psychology coursework, 2023–Present
San Juan College | Coursework, 1999–2003
ArtCenter College of Design | Two semesters
Shiprock High School | 1998

TECHNICAL SKILLS

Creative Software: Adobe Photoshop, Illustrator, InDesign. **Web & Communications:** WordPress, Mailchimp, Hootsuite. **Productivity & Collaboration:** Microsoft Office, Excel, SharePoint, macOS. **Additional:** Print production workflows, screen-print separations, embroidery artwork, digital asset preparation, AI-assisted brainstorming, concept development, and problem-solving.