



franca
dinardo
creative visionary

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my portfolio www.francadinardo.com

package design | advertising | branding | photo direction | web design | digital



about me

Trying to distill more than 30 years of experience into a one-pager is not easy! So, I decided to stick with the highlights and let my work speak for itself.

I know a thing or two about spearheading design teams, immersing myself in a brief, educating future generations of design talent and the never-ending pursuit of next-level work.

Although I have accumulated many awards and titles over the years like **Creative Director, Chief Creative Officer** and then on to **President**, none of this would have been possible without truly mastering creative leadership. I have learned throughout my career that creative leadership is not only knowing when to push the boundaries of the brand but that subtlety and nuance are just as critical. In addition to building and leading design teams, I have also been a **Professor of Design**, where I embraced the challenge of nurturing creative talent and have applied that experience to every facet of my career.

I have successfully won pitches for some of the world's largest brands spanning every category across all media.

How? I stay close to the work, because the work is what drives me. Uncovering the heart of the brand is not just expected, it is my specialty.

“You name the category...I’ve created a brand for it.”

my experience

RESET BRANDING - President CCO

2008 - present

A branding agency where I am responsible for every facet of Package & Graphic Design, Digital Design, Brand & Marketing Strategy and Client Relations for a diverse group of North American and International clients.

- work independently and/or develop scalable teams
- prefer to work remotely as I am fully setup in my studio
- also proficient in Print Production
- contract work welcomed

HUMBER COLLEGE - Package & Graphic Design Professor 1998 - 2000/2010 - 2014

As a Professor of Graphic Design my role was to help develop the design curriculum and provide in-depth instruction to the next generation of creative talent. Courses such as Package Design, Graphic Design, Marketing, Typography, Advertising, Colour Theory, Digital Design and Print Techniques were all part of my core curriculum.

- Students were immersed in the elements and principles of art & design for both independent projects and team based assignments
- I developed and implemented the core curriculum which focused on artistic techniques, creativity, technical skills, critical thinking and critiquing skills
- I developed and implemented an innovative and very successful method of linking projects between courses so students had a real-world case study from start to finish for their portfolio

my education

HUMBER COLLEGE - Package & Graphic Design 3 year program - 1980-1983

- Honours graduate
- President's Award Recipient for Highest Academic Achievement

Technical Proficiency

