FRANCIS **STRIETMANN**

INDUSTRIAL DESIGNER

CONTACT

fstrietmann.com
fstrietmann@gmail.com
1 (415) 233 – 0042
linkedin.com/in/fstrietmann

EDUCATION

B.A. in Design, minor in Child Development and Family Studies
CA University Long Beach
2017 – 2021
Magna Cum Laude

DESIGN TOOLS

3-D Modeling
3-D Rendering
Sketching
Hand Rendering
Prototyping
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Google Workspace
Keyshot
SOLIDWORKS
Tableau
ZBrush

SKILLS

Attention to Detail
Creative Problem Solving
Collaboration
Design Process
Ideation
Product Lifecycle Knowledge
Visual Communication

PROFILE

As an industrial designer with a passion for doll and toy design and a knack for creative problem-solving, I bring a blend of innovation and technical expertise to everything I create. My academic background in design also includes a minor in Child Development and Family Studies which, has equipped me with a deep understanding of problem-based design methodology. One of my most exciting projects, that I designed during my senior year, is a companion doll with an accompanying app to aid children in early literacy skills acquisition. This experience coupled with my freelance graphic design work where I utilized my skills in logo design, branding promotional materials, and character design, have refined my ability to create engaging user-centered work.

WORK EXPERIENCE

June 2024
Freelance Graphic Designer - Redwood Building Co.
•Refined and vectorized the company logo in Adobe Illustrator, resulting in a modern, clearer branding to enhance company representation
•Designed a 4' poster in InDesign, elevating the company's visibility and impact at industry events
•Applied the redesigned logo to company merchandise, fostering team unity and increasing brand visibility and recognition

November 2022 - June 2024
Sales Associate - Relic Vintage
•Leveraged deep knowledge of store inventory to assist customers across diverse categories including bridal, collectors, historical reenactment, and film and television, by offering tailored recommendations based on their specific needs
•Utilized expertise in design, manufacturing, and materials history to source midcentury and earlier garments, ensuring authenticity and quality in each piece
•Applied industrial design training to curate personalized selections, aligning garment choices with customers' individual styles and objectives, and enhancing their overall shopping experience

October 2021 - February 2022
Freelance Graphic Designer - Olimpico Learning
•Conceptualized and designed a series of 12 ethnically and gender-inclusive characters depicting STEAM professionals for Olimpico Learning, incorporating feedback from the company board and students to ensure broad appeal and educational relevance
•Created character designs in a line-drawing chibi art style, aimed at engaging a diverse audience and enhancing relatability and visual appeal
•Developed promotional materials featuring these characters, including a GIF and infographic using InDesign, to effectively attract and inform prospective students, donors, and volunteers

March 2021
Freelance Graphic Designer - Califari
•Researched graphic design styles to align with the company's character and future branding goals
•Brainstormed visual elements linked to the company's products and historical context
•Developed and presented 50 logo concepts through hand sketches, reflecting company identity
•Refined and rasterized select logos in Adobe Illustrator elevating the brand's image and enhancing market competitiveness by presenting a more sophisticated and stylish appearance