

CROSBIE FRANCIS

Manhattan, New York
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EDUCATION

2021-2023

Loyola Marymount University

Bachelor of Arts with Multimedia emphasis

Participated in the ARTsmart artist mentorship program where I designed curriculum and taught underserved K-8 students once a week to provide an education in the arts. 3.75 GPA.

AWARDS

Loyola Marymount University's Scholars of Distinction Award / 2023

2nd Place Award at Loyola Marymount Universities 39th Annual Juried Art Show / 2023

SKILLS

CREATIVE DIRECTION: Art Direction, Brand Identity, Campaign Development, Visual Storytelling, Photoshoot Direction

DESIGN & TOOLS: Adobe Creative Suite (After Effects, Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro), Cinema 4D, Procreate, Keynote

STRATEGY & COLLABORATION: Content Strategy, Social & Digital Campaigns, Cross-Functional Collaboration

FINE ART: Drawing, Illustration, Painting, Photography

EXPERIENCE

September 2023 – Present

Prosper Brands

Graphic Designer

Lead concept development and visual execution across branding, campaigns, and content for clients including AC Milan, Brandon Maxwell, and Walmart. Direct photoshoots and seasonal campaigns, including Brandon Maxwell NYFW, partnering with cross-functional teams to bring concepts to life. Developed the highest-performing ad campaign for Brandon Maxwell, driving record engagement and brand visibility.

February 2023 – February 2024

Letters of Love

Creative Director

Led a full brand repositioning, defining creative direction, visual identity, and storytelling across all digital and physical touchpoints. Developed cohesive brand systems and campaign assets to ensure consistency and emotional resonance across platforms. Guided creative decision-making across product design and community-facing content.

June 2022 – August 2022

Prosper Brands

Graphic Design Intern

Created future product ideas and mockups for brands Brandon Maxwell, ED Ellen DeGeneres, XFL and Walmart.

June 2021 – August 2021

Deutsch LA

Intern

Ideated campaign concepts and developed creative briefs for Keurig Dr Pepper brands including Snapple, 7UP, and Dr Pepper. Designed product mockups and visual concepts to support future campaign development. Directed and produced internal headshot photography.

June 2019 – July 2019

Sumba Foundation

Volunteer

Designed and implemented educational programming for English language instruction, supporting both students and local teachers. Contributed to community initiatives including malaria clinics, nutrition programs, and painted a mural at a Learning Development Centre.