

# CROSBIE FRANCIS

Manhattan, New York  
crosbiesart@gmail.com

## EDUCATION

### Loyola Marymount University

Los Angeles, California / 2021 – 2023

Graduated with a Bachelor of Arts degree with an emphasis on Multimedia arts.

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.

## EXPERIENCE

### Prosper Brands

Graphic Designer | Manhattan, New York / September 2023 – Present

Developed and executed creative concepts across branding, packaging, photography and digital design for clients including AC Milan, Brandon Maxwell, Flour Shop, Kravet, Pomegranate, and Walmart. Collaborated with marketing and strategy to create engaging campaigns, social content, and promotional materials that drove brand visibility and consumer engagement. Spearheaded Brandon Maxwell NYFW style-out photoshoots and BTS for several seasons. Developed the highest-performing ad campaign to date for Brandon Maxwell.

### Letters of Love

Creative Director | Minneapolis, Minnesota / February 2023 – Present

Led the creative vision refresh and brand strategy; overseeing design, storytelling, and content development. Directed visual identity, product design, and marketing campaigns to align with the brand's mission, ensuring consistency across digital and physical touchpoints.

### Prosper Brands

Graphic Design Intern | Manhattan, New York / June – August 2021

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

### Deutsch LA

Creative Intern | Los Angeles, California / June 2021 – August 2021

Worked on the Keurig Dr Pepper team to ideate, create creative briefs and product mockups for future campaigns; specifically for brands Snapple, 7up and Dr Pepper. Spearheaded headshots of Deutsch employees.

### Sumba Foundation

Volunteer | Sumba, Indonesia / June 2019 – July 2019

Taught English three days a week along with creating a program for the Sumbannese English teachers, volunteered in Malaria clinics, aided the nutrition program and painted a mural in the Learning Development Centre in Hobawawi.

## AWARDS

Winner of Loyola Marymount University's Scholars of Distinction Award / 2023

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

## SKILLS

Adobe: Illustrator, InDesign, Lightroom, Photoshop, Premier Pro

Apple: Procreate, Keynote

Communications: Monday, Slack, Zoom

Fine Art: Drawing, Illustration, Painting, Photography

Google: Calendar, Docs, Slides, Excel

Maxon: Cinema4D

Microsoft: Outlook, Powerpoint, Word