

# Amy Franco

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## Plush Toy Designer / Graphic Designer

Designer with 3+ years of experience specializing in the toy industry, creating engaging product visuals, illustrations, and digital and print assets from concept through production. Experienced collaborating with product, marketing, and licensing teams to bring playful, market-ready designs to life for retail and internal presentations. Bilingual in English and Spanish, with a versatile portfolio, strong communication skills, and a collaborative, solutions-driven approach to design.

### Skills

Adobe Suite | Photoshop | Illustrator | InDesign | Premiere | Procreate | Microsoft Office | Google Suite | Cintiq Mac / Windows PC | Print Production

### Experience

**Basic Fun!**, Remote

**November 2025 - Present**

#### Freelance Plush Toy Designer

Designed concepts for multiple plush toy projects, including licensed consumer products and original IP, creating product designs, presentation materials, and retail-ready assets while adhering to brand style guides and manufacturing specifications.

- Contributed to product development through concept ideation, and visual mockups, increasing workflow by 30%.
- Illustrated artwork for consumer toy products and retail-ready assets, communicating closely with cross-functional teams throughout development.
- Managed multiple projects simultaneously in a fast-paced freelance environment, adapting seamlessly to different brand workflows.

**Jazwares**, Plantation, FL.

**October 2024 - March 2025**

#### Associate Corporate Graphic Designer

Designed and implemented a new visual system for the Employee Engagement department, overseeing projects from concept through print production.

- Created a wide range of digital and print collateral for corporate events, including invitations, banners, and event signage, resulting in a more cohesive brand experience and driving an estimated 60% increase in employee attendance and engagement.
- Supported Jazwares' creative vision and business image by developing corporate assets for the offices in Florida, California, etc. Ranging from signage, maps, etc.
- Streamlined the design process for corporate event materials, improving workflow efficiency and reducing production time by 30%.

**Quimbee**, Remote

**September 2021 - November 2023**

#### Visual Designer

Designed visually engaging case study presentations, transforming complex legal content into clear, student-friendly graphics for more effective learning.

- Pitched and illustrated updated mascot designs, contributing to a refreshed and more relatable brand identity.
- Produced marketing design assets across digital platforms, contributing to an estimated 50% increase in customer interaction and engagement.

### Education

#### Bachelor of Fine Arts (BFA) Illustration

Ringling College of Art and Design, Sarasota, FL