



Nadeerah Franklin

Multimedia Designer



Experience

DESIGNONOMY

SANDY SPRINGS, GA

Founder/Art Director/Designer

2001-CURRENT

Founded Designonomy, a multi-disciplinary design firm with an emphasis in graphic design. Direction and design of brands, commercials, show opens, motion graphics, promos, web sites, email campaigns, social media pages, blogs, book covers, posters, PowerPoint decks, newsletters, brochures, corporate identity, packaging, press releases, typography, and cartoon characters. Collaborated with project managers, print vendors and creative teams. Management and direction of design, production and budgets.

AIR2WEB

ATLANTA, GA

Designer/Campaign Analyst

2006-2008

Designed and art directed the monthly newsletter "The Messenger," a content education platform with two concentrations: Business and Design. Produced in-person conferences, and co-authored playbooks. Upgraded the mobile campaign vetting process. Results included: stronger partner relationships, increased awareness, and shorter campaign turn-around times.

GEORGIA STATE UNIVERSITY

CLARKSON, GA

Design Intern - Layout Manager/Staff Writer

2002-2003

Redesigned the layout and brand for the student newspaper "The Collegian." Created graphics, typography, edited photos, plus produced, edited, and proof-read articles.



Education

GEORGIA STATE UNIVERSITY

ATLANTA, GA

BA: Communications

Dec - 2005

Scholarship Recipient

Creative Writing Award – 2003-2004

Dean's List - 2002-2004



Contact

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Software

- PHOTOSHOP ●●●●●
- ILLUSTRATOR ●●●●●
- AFTER EFFECTS ●●●●●
- PREMIERE ●●●●●
- INDESIGN ●●●●●
- FLASH ●●●●●
- ACROBAT ●●●●●
- DREAMWEAVER ●●●●●
- HTML5/CSS3 ●●●●●
- WORDPRESS ●●●●●
- JOOMLA ●●●●●
- MICROSOFT OFFICE ●●●●●
- KEYNOTE ●●●●●
- FINAL CUT PRO ●●●●●



References

Dr. Carlton Young
Author/Public Speaker
Life Empowerment Network Int'l
404-694-9965
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Dr. Melanie Magruder
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Ihkeem Maat
Executive Director
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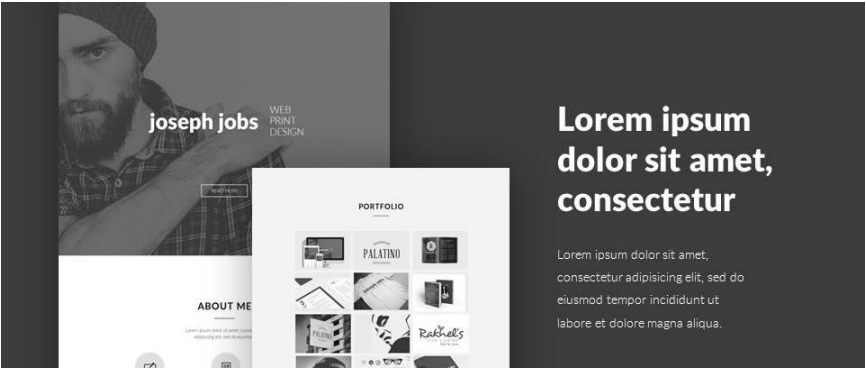


Featured Project



Brochure Design For Joseph Jobs

This is a self-initiated campaign project where I developed the concept for the brochure and produced the layout. The assignment required use of Adobe Photoshop. I also designed the website layout, print ads, and online banner.



Single-Page Website Design For Joseph Jobs

This is a continuation of a self-initiated campaign. I developed the concept for the web page and layout. Used Adobe Photoshop and Illustrator. I also designed the logo plus character illustration and PowerPoint slides as part of the campaign.



CD Cover Design For Joseph Jobs

This is another sample from the Joseph Jobs campaign. I developed the concept for the CD Case and Cover. Mockup produced using Adobe Photoshop. I also designed the gif files, letterhead and promo video.