



FRANCISCO UMAÑA

Graphic Designer specializing in branding, print, and packaging.
Driven by visual storytelling, creating impactful design that connects audiences and strengthens brand identity.

Phone

202.569.5111

E-Mail

fumanadesign@gmail.com

Portfolio

franciscoumanadesign.com

Skills

- Branding
- Print Design
- Advertising Design
- Apparel Design
- Packaging Design
- UI/UX Experience
- Photography
- Customer Experience
- Wayfinding

Software

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom

Education

Bachelor of Fine Arts in Graphic Design

Virginia State University
2016 - 2020

Experience

Graphic Designer - Lidl US

November 2021 - Present

- Led creative strategy and execution for the U.S. launch of Lidl Plus, developing marketing materials across multiple channels that drove customer awareness and adoption across 200+ retail locations.
- Partnered with cross-functional marketing teams to develop brand-consistent creatives for campaigns, social media, email marketing, promotional materials, and internal communications.
- Designed and produced print and digital marketing assets for 200+ retail locations across the East Coast.
- Led the redesign of Electronic Shelf Labels (ESL) for New Jersey, delivering a compliant solution that was later adopted as the U.S. retail standard.

Graphic Designer - Virginia State University

August 2019 - May 2020

- Collaborated with board members and authors to design and produce the English Department's annual journal, ensuring project goals and deadlines were met.
- Developed creative concepts, cover designs, artwork, and page layouts that enhanced the journal's visual identity and reader experience.
- Managed the publication process from proofing to print production, preparing final files and coordinating revisions prior to publication.

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