

Chris DiFrancesco

Graphic Designer · Brand, Signage & Print Production

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SUMMARY

Designer and print-production specialist who takes a project from the creative brief through mockups, stakeholder feedback and print and production specifications to a finished piece: signage, brand marks, vehicle lettering, die-cut stickers, embroidery and collateral. Owner of Digital Vibes since 2023, running the full pipeline myself: brief, concept, brand-consistent templates and production-ready files. Comfortable working inside an existing brand system and revising fast. Uses AI tools as part of the design and production workflow.

EXPERIENCE

Owner & Designer, Digital Vibes (self-employed)

Salem, NH · 2023 to present

Custom signage, brand marks, stickers and apparel graphics for small businesses and trades

- **Signage and environmental graphics:** acrylic office signage with stand-off hardware, a studio sign panel with fabricated mounting brackets, storefront and road signs including a bar and grill, corrugated job-site signs and banners; every piece finalized to exact print and production specifications.
- **Mockups and visual concepts:** present lettering and signage on photos of the client's own building, vehicle or storefront so stakeholders approve from a realistic mock-up before production; options shown side by side for a one-look decision.
- **Brand marks and logo rebuilds:** original marks for trades and small businesses, plus rebuilds of existing logos into clean vector that reproduce identically from a 3-inch sticker to a 4-foot truck door.
- **Campaign that performed:** ran the Instagram and Meta ads for a free sample-pack campaign that has brought in 400+ leads and mailed 400+ packs since July 2026.
- **Online shop:** created and run digitalvibesnh.com, a WordPress and WooCommerce store: product pages, artwork uploads and proofs, orders and fulfillment.
- **Embroidery and apparel:** digitize embroidery files from customers' images and from my own artwork; mock up hats and hoodies for approval before decoration.
- **Templates and brand guidelines:** built scalable, customizable quote, proof and collateral templates so every customer-facing document follows the same brand guidelines; maintain the Digital Vibes logo, color and type standards across web, print and social.
- **Client collaboration:** run the creative brief, mockup and revision cycle directly with owners and marketing contacts; revise from stakeholder feedback to a signed-off, production-ready file, with several jobs at different stages every week.

Earlier career: underground natural gas, 2006 to 2024. Laborer to crew foreman to inspector. Installed new gas lines, repaired leaks and broken lines on emergency calls, ran taps and line stops on live gas, inspected contractor crews, and wrote procedures (SOPs and O&M manual material).

SKILLS

Design: Adobe Illustrator, Photoshop, InDesign, Acrobat, After Effects, Premiere Pro, Canva, Figma (working knowledge)

Production: print and production specifications (bleed, dielines, cut paths), making and checking print-ready PDFs, large-format and roll printing, lamination and finishing, vinyl cut and weed, embroidery digitizing, color management, printing and material research

Office and presentation: Microsoft Office, PowerPoint, Keynote

Web and social: WordPress and WooCommerce, Meta Ads Manager, short-form video

Ways of working: brand guidelines and templates, stakeholder revisions, multiple concurrent deadlines, remote collaboration