

# Alejandro Franceschi

**Associate Creative Director at TCS Interactive**

San Francisco, CA, US

Alejandro Franceschi: Video, VFX, VR, AR, Animation, Senior Consultant, Strategist, Technologist | Intersection of Art & Technology

---

## Biography

?WHAT I DO: I am a Creative Producer & Technologist who crafts story solutions for brands to reach their audiences. I assist in how best to represent a brand, product, and/or identity, by producing high-quality content that delivers on measurable business goals, on time and on budget. ? WHO I AM: A Storyteller, who works & plays in digital mediums, challenging frontier technologies with: photography, video, animation, motion graphics, visual effects, virtual reality, etc. I have a boundless curiosity, imagination, & scope of technical experience over many channels, platforms, & media types. I create & welcome diverse teams and collaborative problem-solving. ? YOUR PAIN POINT: Nearly everything is a kind of product or brand, & needs to be wrapped in stories that reach their audiences. These stories should define for consumers what they do, who they are, & what they stand for; in transparent, charming, interactive & surprising ways. ?SOME OF MY KEY SKILLS: bilingual in English & Spanish, research, creative director, art director, social media, Adobe Creative Suite, competitive intelligence, video production & post in 2D & 3D, marketing, compositing, motion graphics, advertising, commercials, series TV, brand awareness, multimedia, audience segmentation and sentiment. ?SELECT CLIENTS: Microsoft, Maybelline, L'Oreal, Kendall-Jackson Family Enterprises, Saban Entmt. Group, Disney, Telemundo, MTV/VH1 Latino, Univision, Disney Latino, Jakks Pacific, Apple & WWDC, Duarte Design, Splunk>, VISA Labs, CISCO Systems, & Facebook. ?PEER RECOGNITION: Awarded by my peers with: an Emmy®, Lumiere, Silver & Bronze Telly, an International Platinum AVA, Aurora, et al. Review my 19 referrals on LinkedIn. I am top-ranked on Quora with 1M view on topics such as: Adobe, animation, virtual reality, etc. ?CONNECT WITH ME: I respond only on LinkedIn for business projects, consulting & other opportunities. Follow Alejandro Franceschi on social media here: [about.me/alejandro\\_franceschi](https://about.me/alejandro_franceschi) Website (a slow, rebooted work in progress): <https://www.alejandrofranceschi.com/> - Thankful to have worked on projects for: - Disney/Marvel - W.B. - Fox Searchlight - Microsoft - Splunk> - Cisco - L'Oreal - Maybelline - Saban Entertainment Group - Play/Along Toys/Jakks Pacific - The Muscular Dystrophy Association - V.E.E. Entertainment Group (theatrical productions of Jim Henson's Muppets®)

---

## Industry Expertise

Writing and Editing, Motion Pictures and Film, Design, Animation, Media - Online, Media - Broadcast, Media Production, Audio Visual, Entertainment, Museums and Institutions

---

## Areas of Expertise

Entertainment, Media & Communications, Advertising, Social Media & Branding, Motion Capture, Visual Analytics, Visual Effects & Compositing, Video Art, Video and Audio Production, Animation, Strategy, Strategy & Market Planning, Animation Applications for Gaming, Video Animation, Visual Effects, Visual Communication, Unreal Engine 4, Social & Digital Media, Branding, Branding & Advertising, Media

---

## **Affiliations**

National Association of Television Arts and Sciences (NATAS)

---

## **Education**

### **Art Institute**

Bachelor of Science Media Arts and Animation

### **Academy of Art University**

M.A. Animation and Visual Effects

---

## **Accomplishments**

### **Emmy**

Emmy: Outstanding Youth/Children's Series: TV "It's the Write Time," (sic); Creative Director, Editor, Animator, Composer

### **Lumiere: Best Live-Action VR for "Rose Colored"**

Lumiere: Best Live-Action VR for "Rose Colored" Founder of the company that later created this multiple-awarded winning 360 video short, narrative movie. It was exhibited by Sotheby's, and played at TriBeCa International Film Festival, and the Cannes International Film Festival. One can watch it for free on Facebook at: <https://www.facebook.com/TempestVFX/videos/10156011534708832/>

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)