

Diane M Serpa

GRAPHIC DESIGNER

also known as Dot



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https://dianead70.myportfolio.com

PROFESSIONAL SUMMARY

Professional graphic designer and art director with 19 years of experience in identity design, marketing design production, concept development, and creative strategy. Successful track record in the marketing, printing and mailing services, as well as supply management.

EXPERIENCE

DESIGNER AND ART DIRECTOR

6/2009-present ~ FREELANCE ~ GREYCATDOT
DIGITAL DESIGN

Paperclip Publishing, Mary L. Holden - Editor, Bestway Global, Republic Services, New Direction Coaching, Artsmith Kids' Art - Bronx, Bat Conservation International, GLSEN Phoenix, ASU

GRAPHIC DESIGNER

11/2011-2/2013 ~ ALLEGRA MARKETING AND PRINT

- » Conceptualize + design graphics for social media platforms + direct marketing materials
- » Variable data + pre-press production and QA
- » Design large format print materials

SENIOR GRAPHIC DESIGNER

2/2000-5/2009 ~ INSTITUTE FOR SUPPLY MANAGEMENT

- » Conceptualize + design multiple international publications
- » Brand management
- » Pre-press production
- » Conceptualize + design a wide variety of collateral materials
- » Photo retouching + Illustration

EDUCATION

- 1991-Colorado Institute of Art ~ Associates Degree in Visual Communication
- 1989-Mesa Community College ~ Associates Degree in Fine Arts, Honors

KEY SKILLS

Able to expertly use industry-leading applications, such as Adobe Creative Suite, to effectively conceptualize and create campaigns for digital and print media. Special skills are variable data using XMPie and ePub digital publishing. Strong skills through collaboration, time management, problem solving, emotional intelligence, and teamwork. Comfortable with communications with international and local clients and stakeholders.

TOOLS

InDesign	Illustrator	Photoshop
MS Word/Excel	Dreamweaver	HTML/CSS

PROJECTS

- Logos/Identity
- Web/Mobile Graphics
- Event Marketing
- Advertising
- Website Design
- Variable Data
- Targeted Direct Marketing
- InfoGraphics
- XMPie
- Publications
- Typography
- Email Layout
- Beginner UI/UX

PROFESSIONAL MEMBERSHIP

- Phoenix InDesign Users Group, member: 2009-present; volunteer Board Marketing Director: 2015-present
- AIGA-Arizona, current member
- Phoenix Design Week, volunteer: 2009, 2010, 2014, 2016

