

# DIANE H. REEVES

## Designer & Full Stack Developer

Dallas, TX 75208 • cell: 469-235-0145

<https://github.com/Dhreeves> • <https://dhreeves.github.io/Portfolio2/>

<https://www.linkedin.com/in/dianereeves>

### TECHNICAL SKILLS

HTML, JavaScript, CSS, UX/UI Designer, Front End Developer, NodeJS, jQuery, MySQL, Sequelize, API's, MongoDB, Sass, Flexbox, Mongoose, React, Bootstrap, Materialize, Github, JSON, Agile, Adobe XD, Illustrator, Photoshop, Web PDM, Flex PLM, GS1, Excel, Word and many others

### ACCOMPLISHMENTS

Founding Member  
The Village Giving Circle  
2017 to Present

Grants Chair  
The Village Giving Circle  
2017 to Present

Executive Board Member  
Texas Women's Foundation  
2013 to 2019

Governance Chair  
Dallas Women's Foundation  
2015

Awarded Dynamic Women of Dallas 2015 for contributions as a community leader, mentor and entrepreneur.

Board Member  
Art Institute of Dallas (Fashion Division)

Member  
Jack and Jill Dallas Chapter  
2010 to 2018

### PROFESSIONAL STRENGTHS

- Forward-thinking designer able to create unique product lines that target specific demographics.
- Inspire team productivity, camaraderie & known for exceptional calmness under pressure.
- Accountable leader and sales account closer, training many of the new hires on company practices.
- Increased sales for a national brand by \$1 million in 3 quarters.
- Go-to person for freelance projects for fortune 500 company.
- 3-time Customer Advocate Award winner for major Tech company.
- Highest quota attainment, exceeding goals by 217% in 1 year.

### EXPERIENCE

#### SALVATION GENERATION, LLC

Creative Director ~November 2018 to Present

- Lead the creative design efforts for an apparel and accessory company, from conception to manufacturing.
- Design clothing and graphic prints and refine sourcing process for all trim & textiles
- Communicate with domestic and international contractors, negotiating manufacturing and supply chain contracts.
- Designed website and successfully promoting brand awareness.
- Manage strategic resources, overseeing all accounting & budget.

#### U.S Congresswoman Eddie Bernice Johnson

Director of Operations ~ January 2018 to November 2018

- Improve office procedures & ensure congressional protocol was followed.
- Manage staff & personnel policies & oversaw all digital security.
- Produce or provide strategic leadership for all Dallas events. Events include: Prayer Breakfast, Youth Crime Prevention Summit, Congressional Art Competition, Military Academy Day, Math and Science Lecture Series, Youth Diversity Dialogue, World of Women for World Peace Day.
- Responsible for connecting with corporate, government and community leaders on outreach initiatives to aid a district of 800,000 people.
- Successfully manage Member's district congressional schedule.
- Improve system to respond to key constituent correspondence.

## Diane H. Reeves

### PROJECTS

#### Gamer Connection Collection

This is a full-stack web application that allows a user to get the latest gaming news, create a wish list of games, and rate the games after use. **Applications** ~ HTML, CSS, JavaScript, NPM, Package.json, Inquire, MySQL, Node, Express, Handlebars and ORM.  
<https://glacial-tundra-38135.herokuapp.com/>  
<https://github.com/dcashdallas/GamerConnectionCollection>

#### Project Blue Book

A website where customers can look for events within any major city in the world and find a restaurant near the event venue/area. Collaborator: Front End Developer. **Applications** ~ HTML, CSS, JavaScript, JQuery, AJAX, Local storage, Google Font, Materialize, Font Awesome API ~ Ticketmaster API, Zomato API, Opencage Data API  
<https://kurtiam.github.io/Project-Blue-Book/>  
<https://github.com/kurtiam/Project-Blue-Book>

#### myNews

Designed for a user to create an account or logs in and choose up to 7 different categories of news that they can view in a simple, streamlined fashion. Collaborator: Authentication, database & css for newc pages. **Applications** ~ JavaScript, CSS, Express, JQuery, Nodejs, Axios, Sequelize, MySQL, News Api, Heroku, React, API, Bootstrap, Passport  
<https://blooming-everglades-84355.herokuapp.com/login>  
<https://github.com/salinb04/myNews>

### EXPERIENCE

#### LOVE PEACE & STONES

Sales Manager & Creative Director ~ March 2013 to January 2018

- Lead the creative design efforts for a line of women's apparel and jewelry, from conception to manufacturing.
- Design e-Commerce website and manage a full-scale sales and marketing outreach strategy.
- Manage the budget and overseeing all revenue tracking.
- Source domestic and internationally trim and textiles from buttons to cotton to leather, coordinating production from jewelry molds, to designing graphic prints on silks.

#### D. REEVES PRODUCTIONS

Owner, Sales Manager & Creative Director ~ Jan. 2009 to Feb. 2013

- Manage and direct fashion contracts, handling over 15 both long and short-term clients with varying assignments.
- Plan and execute corporate events, outdoor festivals, fashion shows, fundraisers, photo shoots & trunk shows.
- Strategy consultant for merchandising and sales efforts, helping to optimize sales margins and inventory profitability.
- Mentor new designers through the startup process, helping with procurement and negotiations with vendors.
- Write articles for online magazines, reporting on the current trends and updates for NY Fashion Week.
- Judge/fashion consultant for reality show on BRAVO TV & LOGOTV.

#### JCPENNEY

Designer ~ August 2005 to March 2016

- Go to person to call on for freelance clothing design for women's, misses, petites, plus sizes, menswear and accessories.

#### ADDITIONAL EXPERIENCE

- **Technical Designer & Marketing Manager**, Improve production in 4 countries : MANUEL DESIGNS ~ Frisco, TX
- **Full Time Assistant Fashion Designer**, Designs increased brand sales: JCPENNEY ~ Plano, TX
- **Sales Rep & Contract Specialists**: won 3 awards for sales performance, DELL COMPUTER ~ Austin, TX

### EDUCATION

**Southern Methodist University** • Full Stack Web Development Certificate • 24-week intensive program

**Parsons School of Design** • Associate of Arts Fashion Design

**University of Texas, Austin** • Bachelor of Fine Art Graphic Design