

DIANE PASCUAL

+ SENIOR VISUAL DESIGNER
+ UX DESIGNER
+ EDUCATOR

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visualdesign.dianepascual.com

PROFILE

Looking for a full time opportunity within a great company. Over 10 years of experience working with a variety of companies and brands. Creative problem solver, able to work in a fast paced, deadline driven environment. Great at producing and managing projects from start to finish, comfortable with art direction and managing teams. Excellent communicator, people person, patient, great at organizing and gathering project details and staying on task.

EDUCATION

Academy of Art Univ SF 2009-2013

MFA - 2D Animation/ Visual Dev.

Art Institute of CA - San Diego 2007

BA - Graphic Design

BAY AREA VIDEO COALITION 2017

AFTER EFFECTS 2 DAY INTENSIVE

GENERAL ASSEMBLY SF 2017

FRONT END CODING WORKSHOP

SKILLS

- ADOBE CC: PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE PRO, AFTER EFFECTS, ANIMATED GIFS
- CREATIVE THINKER/ EMPATHY
- RAPID PROTOTYPING/ VISUALIZING CREATIVE IDEAS INTO SKETCHES, HAND-RENDERING
- STRATEGY & PROJECT MANAGEMENT
- UX RESEARCH/ USER PERSONAS
- UI DESIGN /BRANDING/ VISUAL IDENTITY
- PRODUCT DESIGN
- FRONT-END DEVELOPMENT
- WORDPRESS SITE DEVELOPMENT
- SKETCH APP, INVISION APP

EXPERIENCE

WeatherScope - May 2017 - Current

Senior Visual Designer/ UX Design (Freelance Projects)

Brand manager, content writer and visual designer for WeatherScope app. Creating campaigns and targeting specific audiences to promote app. Social media strategy for campaigns, cross collaborations with other brands and partners. Designing graphics and UI for WeatherScope app, streamlining user flows for app screens, prototyping. Designed Weatherscope website, managing content, and managing email marketing.

Academy of Art University San Francisco May 2017 - Sept 2017

Part time instructor in the Media Communications Department teaching an undergrad course called "Multimedia Trends and Formats" and a graduate class online, "Social Media Branding and Promotion". Teaching the fundamentals of a marketing campaign, branding their product or a business, understanding basic design principles for social media branding across all media platforms to create a cohesive branding and messaging, testing the market and learning about competitive analysis between brands and businesses. (Not teaching Fall 2017)

Salesforce HQ - Nov 2016 - April 2017

Sr Graphic Designer & Art Director

Designing illustrations and UI graphic elements for Trailhead internal learning modules online. Involved in designing merchandise for enablement and keeping with corporate brand style guides, illustrated characters and storyboards for different learning modules "trails". Created animated GIFs for instructional content for internal Trailhead learning modules.

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EXPERIENCE CONT.

First Flight Communications, El Segundo, CA. Dec 2014 - Dec 2016

Senior Visual Designer / UX Designer

Art-directing graphics, photography, and visual design solutions for small business clients, creating wireframes and website concept mock-ups. Creating user flows for employees, clients, and potential candidates. Designing banners, brochures, other marketing collateral for print and web.

Hasbro Studios Burbank, CA - Mar 2015 - June 2015 (Contract)

Product Designer/ Illustrator

Designed and illustrated concepts for pitches to Disney and Global sales meetings, created control art for dolls and accessories, putting together style guides & model sheets for Disney. Managing projects for Frozen dolls line.

Nassimi LLC, NYC Jan 2012 - Oct 2013

Senior Visual Designer & UX Designer

Designed art for marketing materials, created vector art for identity logos and icons. Coordination of email-marketing campaigns, managed social media integrations for company. Managed WordPress blog by writing blog posts, developing promotional content for products & company news. Project managed and designed web elements and graphics for two corporate websites. Served as a liaison between company and web development team from another company.

Life Technologies, San Diego April 2008 - Mar 2009

Marketing Manager / Web Consultant

Managed site pages in database; Creating landing pages, editing pages for U.S. and international sites. Prepared and created web banners for product promotions & advertising of bio-tech equipment through U.S. and international sites. Communicated with various business clients by helping them with their individual product marketing for specific and various product pages on main website. Helped design the rebrand of a new site and assisted art director with creating UI elements.

San Diego County Treasury - Tax Collector's Office July 2006 - January 2007

Graphic Designer

Part-time Graphic Designer while finishing up my Bachelor's degree in Graphic Design. Designed graphics for flyers for seminars and workshops. Design and layout for marketing material, direct mailers, educational booklets, and also helped with design and layout for their 2006 Annual report in InDesign.