

# DIANA MARTINEZ

ART DIRECTION & EXPERIENCE DESIGN

I'm Diana! An accomplished and award-winning art director/design manager with comprehensive experience in product design and creative leadership. I have repeated success over the last decade designing for such clients as Microsoft, Disney, Universal Music Group, Nickelodeon and Juicy Juice to name a few. My skills range from product design, content creation and brand identity. I have also recently won three awards for "Best Production Design" for the 2020 short film "NEMESIS".

## EXPERIENCE

DESIGN INSTRUCTOR/MENTOR @ DESIGN LAB

05.2020 - PRESENT

Students are taught how to build wireframes, implement best practices for common design patterns and analyze business goals from a user perspective. With a strong emphasis on user-centered design with rapid testing and iteration.

FREELANCE/CONTRACTOR

01.2017 - 12.2019

AYZENBURG • POSSIBLE WORLDWIDE • AUTOMOTIVE MARKETING CONSULTANTS INCORPORATED • ROSETTA • PRECISION DYNAMICS INTERNATIONAL • CAMERA IQ

ART DIRECTOR @ MEREDITH XCELERATED MARKETING (MXM)

2012 - 09.2016

Managed a team of designers and writers, working across MXM's broad portfolio of clients, designing interactive experiences for social, mobile, web, email, and rich media. I also collaborated extensively with account, strategy, and development teams to achieve clients' end goals.

ART DIRECTOR @ RAPP

07.2015 - 01.2016

Over saw creative strategy and executions for the Toyota and Scion accounts. Designed and generated unique, innovative solutions for various programs including CRM projects. Worked alongside other department heads to ensure quality in strategy and execution for other accounts to retain current and new business pitches.

SENIOR DESIGNER @ DEMAND MEDIA

2010 - 2012

Worked on the design and concept behind typeF, a fashion & beauty lifestyle site in partnership with Tyra Banks. Worked seamlessly with editorial team to design and execute original visual content.

## CONTACT

diana@dianamartinez.net

[www.linkedin.com/in/champuuuu](http://www.linkedin.com/in/champuuuu)

[www.dianamartinez.net](http://www.dianamartinez.net)

## EDUCATION

ART CENTER COLLEGE OF DESIGN

2004 - 08.2007

Pasadena, California

Bachelor of Fine Arts in Graphic Design

CALIFORNIA STATE UNIVERSITY

2003 - 2004

Fullerton, California

Studies in Graphic Design

MT. SAN ANTONIO COLLEGE

05.2002

Walnut, California

Associate of Arts

## SKILLS

Expert in UI/UX, concept ideation, direction and design for all media outlets including cross-platform sites, apps, print, TV, outdoor and multimedia campaigns.

## TECHNICAL KNOWLEDGE

Figma, Sketch, Invision, Adobe CC

## SPECIALTIES

Inspiring Excellence, Conceptual Art Direction, Big Picture Thinking, Communication, Collaboration, Brand Development, User-centered Design, Adaptability, Humility & Empathy.