

self starter

Creative Director with 15+ years proven experience in a leadership role managing a variety of disciplines. Skilled with an in-depth understanding of the creative process and knowledge of both sides: dealing direct with the client to ensure their creative needs are met as well as producing a product that meets client expectations and delivers.

skills

- Adobe Creative Suite
- HTML5, CSS
- Sketch
- GSAP
- Adobe Indesign
- Photoshop
- Flash, Edge Animate
- Bootstrap
- Adobe Illustrator
- Acrobat Pro
- Microsoft Office
- HYPE

experience

Creative Director. Design Design | 2017 – Present

ACCOUNTS: AAA, Kitchen Kabaret Fine Foods, Dorling Kindersley, Pueblo Systems Inc., UrbanWood Specialists, Waldorf Risk Solutions.

- Establish conceptual and stylistic direction for creative in digital and print.
- Handle all phases of design process from ideation through production.
- Deal directly with client ensuring brands are represented within corporate guidelines.
- Outperform existing control creative with continued success measures.
- Communicate and justify creative solutions.
- Team player working with designers, developers, account managers and clients.

Creative Director. Converge Direct | 2009 – 2017

ACCOUNTS: AAA, AARP The Hartford, Anatabloc, Blue Shield of CA, Champion Windows, DirectTV, E.L.F. Cosmetics, FreshDirect, Jackson Hewitt, Trugreen, The Hartford Small Business.

- Led creative team and standard of creative output of agency.
- Continually met and exceeded quarterly client goals.
- Designed via defined success measures of A/B and multi-variate testing analytics.
- Outperformed existing control creative with an increased CTR by 25%.
- Developed 36 new concepts per year of which 90% outperformed existing creative.
- Represented agency at client pitches and presentations.

Creative Director. Brandemix | 2008 – 2009

ACCOUNTS: Benetton Colors, Cablevision, Kaplan University, MetLife Corporation.

- Led agency in estimates and management of creative output.
- Developed strategy and vision of creative efforts for digital and print objectives.
- Dealt directly with client ensuring brands are represented within corporate guidelines.
- Represented agency at client presentations.

Creative Director. Design Design | 2004 – 2008

ACCOUNTS: Brown Harris Stevens, Bookspan, ColumbiaHouse, Dynal Inc., KitchenFresh Foods, Symbol Technologies, The Coffee Station, Vincent's Clam Bar & Restaurant.

- Owned and operated creative design and marketing agency.
- Responsible for successful 'big idea' concept for superstore pitch.
- Secured multi-million dollar superstore contracts based on comp presentations.
- Designed and produced 3-D point of purchase displays for in store presence.
- Art direction of new product design and development and photoshoots.

education

BFA Communication Design | Parsons School of Design NY

memberships

The One Club NY • American Institute of Graphic Arts NY



dianacatherines

516.769.8132

diana@design-nyc.com

www.design-nyc.com

