DIANE SELVY

BRAND MANAGER & GRAPHIC DESIGNER

(831) 521-4856   DIANESELVY.COM   DIANE@DIANESELVY.COM

ABOUT ME

Highly creative and multitalented professional with unique experience in brand management, marketing and print design. Notable collaborative and interpersonal skills accompanied with well-developed written and verbal communication abilities. Seasoned in client relations and accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

SKILLS

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

WORDPRESS

HTML | CSS

REFERENCES

PROVIDED UPON REQUEST.

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

SELF EMPLOYED | 2013-Present

Singlehandedly built and managed brand image and workload. Acquired client network and responded to referrals via word of mouth for a wide variety of projects involving logo design, marketing material design, brand development and web page design. Scheduled and led meetings with potential and existing clients to discuss design process, negotiate terms and mediate project-based or ongoing maintenance pay rate.

BRAND MANAGER

HAVE A HEART CC | 2017-2020

Formed and maintained relationships with publication and printing salespersons, aided in art direction during photo shoots, and guided staff and company affiliates on correct usage of company materials and/or logos. Developed and delivered presentations to executive level audiences. Track record of sourcing customer insights and taking ideas from concept to launch using brand outlines, including but not limited to: usable fonts, color palettes, stock photo usage and logo placement.

SENIOR GRAPHIC DESIGNER & WEB DEVELOPER

HAVE A HEART CC | 2017-2020

Worked in conjunction with the Director of Marketing, as well as C-level management in creating print and digital content on a daily basis. Led and participated in weekly creative meetings. Directed photo shoots, photographed product shots and edited photos in post-production. Coordinated, designed and maintained Wordpress websites using CSS/HTML. Managed up to 8 projects or tasks at any given time within extremely tight deadlines.

EDUCATION

AAS WEB DESIGN

SEATTLE CENTRAL COLLEGE
SEATTLE, WA
2020

Associate of Arts Web Design degree. Studies incude usage of graphic deisgn tools (Adobe Creative Suite, Microsoft Office), design research, typography, user experience (UX) and project management.

AAS WEB DEVELOPMENT

SEATTLE CENTRAL COLLEGE
SEATTLE, WA
2020

Associate of Arts Web Development degree. Studies incude Search Engine Optimization, leading a development team, content management systems, SFTP, databases, and programming languages such as HTML, CSS, PHP, Javascript and MySQL.