



DIEBORG

DIANA WAN

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dieborg.net

EXPERTISE

Branding
Typography
Color Theory
Design Layout
Print & Web Production
Marketing/Advertising
Project Management
Budget Management
Web 2.0

SOFTWARE PROFICIENCY

Mac OSX/Windows OS

Adobe Creative Suite

InDesign
Photoshop
Illustrator
Acrobat
Flash
Dreamweaver

Microsoft Office

Word
Excel
PowerPoint

Web Development

HTML/CSS
JavaScript

Other

QuarkXPress
OpenOffice

EXPERIENCE

BU Holdings, LLC | Tempe, Arizona | 09.08 – Present

Contract Graphic Designer

Dermacare International Headquarters | Scottsdale, Arizona | 01.06 – 05.08

Senior Graphic Designer

Corporate Design Manager (B2B)

- Designed innovative graphic communications for print and online outlets
- Coordinated all phases of print process from obtaining initial bids to final press check
- Graphics manager for the creation and delivery of new corporate website
- Created targeted franchise sales collateral for various outlets, including direct mail, magazines/newspapers and online
- Adhered to a strict corporate budgets and tight deadlines
- Played integral role in corporate creative sessions for marketing initiatives and campaign development
- Designed all signage and collateral for the 2007 Dermacare International Convention
- Created corporate presentations for C-level executives
- Developed and maintained key marketing resources, i.e. photo library, brand identity guide, etc.
- Mentored internal creative staff

Franchisee Design Manager (B2C)

- Maintained website pages for 30 independent franchisee clinics
- Created demographic-specific marketing collateral for individual clinics consistent with corporate's brand standards
- Developed collateral according to franchisees' budgets and ad/print deadlines

Castle Tacoskull | Chicago, Illinois | 01.09 – Present

Design both print and electronic marketing materials for events

Thru the Wires | Phoenix, Arizona | 2005 – Present

Design both print and electronic marketing materials for events

Nick Liberatore | Chicago, Illinois | 07.07 – Present

Design graphics for album/CD covers, fliers, t-shirts, website and future releases

Brandon Reader | Scottsdale, Arizona | 07.08

Designed and created a website for music project Menagam

Spoomusic.com, LLC | Tempe, Arizona | 01.07

Designed graphics for a digital album release for Sudonim – the ballad of manuel automatic

EDUCATION

The Art Institute of Phoenix | Phoenix, Arizona

Bachelor of Arts in Graphic Design | 12.06

AWARDS/HONORS

Honored with Dermacare's "Excellence in Innovation" award by CEO

Student Choice Award for Best Portfolio

Graduated with Honors