

DIANA WITCHER
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I am a designer and artist specializing in color, publication design, typography, and sculpture. I see design as a tool for enhancing the creative process, solving problems, and elegantly communicating complex concepts. My expertise includes color theory, color in design production, art and design history, and landscape ecology.

Education

- 2016 Master of Fine Arts, Design, University of Texas at Austin
Graduate research in color in design education, color theory, color toys, and ecology in landscapes
GPA: 3.83
- 2013 Bachelor of Fine Art in Art, Concentration: Graphic Design, University of Wisconsin-Stout
Honors: Magna Cum Laude
Focus on typography, publication, book design, exhibition, and signage
GPA: 3.88

Awards/Grants

- 2015-2016 Graduate School Named Continuing Fellowship, University of Texas at Austin
2015 Marshall F. Wells Scholarship and Fellowship Endowment, Department of Art and Art History, University of Texas at Austin
- 2014-2015 McNair Scholars Graduate Fellowship, University of Texas at Austin
2014 Graduate Professional Development Scholarship, Department of Art and Art History, University of Texas at Austin
- 2013 Edward L. and Dorothy D. Decker Endowed Scholarship
2012-2013 Bud and Betty Micheels Artist in Residence
2011-2012 Larsen Design Scholarship
2011-2012 Marjorie L. Sheedy Scholarship
2010 "Sunlight II" Prometheus: A Literary and Visual Arts Journal, 2nd Place 2D
2009-2013 Chancellor's Award, University of Wisconsin-Stout
2009 "Germophobia" Fashion Without Fabric, 2nd Place
2008 Mae Lampert Scholarship

Exhibitions

- 2016 Peripherals, 2016 Design M.F.A. Thesis Exhibition, Visual Arts Center, University of Texas at Austin
2013 Artist in Residence Exhibition, Robert S. Swanson Learning Center, University of WI-Stout, Menomonie, WI
2013 Best of Design Show, Furlong Gallery, University of Wisconsin-Stout, Menomonie, WI
2012 Artist in Residence Exhibition, Gallery 209, University of Wisconsin-Stout, Menomonie, WI
2009 End of Year Show, Furlong Gallery, University of Wisconsin-Stout, Menomonie, WI
2009 Solo Exhibition, Raw Deal, Menomonie, WI

Publications

- 2016 "Color Fields: What Designers Need to Know About Color." Masters Report. University of Texas at Austin
2014 "A Minnesota Prairie Style: John Howe and the Menomonie Public Library." University of Wisconsin-Stout Journal of Student Research
2012 "Isamu Noguchi's Utopian Landscapes." University of Wisconsin-Stout Journal of Student Research
2011 "Dante and Han-shan: Masters of Visual Communication." University of Wisconsin-Stout Journal of Student Research

Organizations

2015–2018 College Art Association
2008–2018 American Institute of Graphic Arts (AIGA)
2010–2018 Sierra Club
2010–2018 Women for Women
2010–2013 McNair Scholars Program
2008–2014 Red Cedar Peace Initiative

Professional Experience

2017–2018 First Net Impressions—Altoona, WI
Digital and print production, brand development
Web design: HTML, CSS, edit JavaScript and PHP
Writing and editing Online content
Photo correction, optimization, and retouching
Adobe Suite (Photoshop, InDesign, Illustrator, and Dreamweaver)

2007–2016 Diana Witcher Design Studio—Austin, TX and Menomonie, WI
Publication design: brochures, posters, flyers, and advertisements
Signs, packaging, and logos
Websites: HTML, CSS, implement JavaScript, and Wordpress
Product photography, photo correction and retouching
Writing and editing of Online content
Adobe Suite (Photoshop, InDesign, Illustrator, Dreamweaver) MS Office

2000–2015 Owner, Aquarian Gardens—Menomonie, WI
Delegate tasks to teams of 3-5 members
Oversee project budgets
Sales, customer service, marketing, bookkeeping
Landscape design

2002–2007 Graphic Designer and Administrative Assistant, Midwest Organic & Sustainable Education Service—Spring Valley, WI
Design of promotional materials, conference program, posters, mailings, etc.
Website design and updates
Coordinate donations, organize catering, and events
Adobe Suite (Photoshop, InDesign, Illustrator, Dreamweaver) MS Office

References

Jada Schumacher, Associate Professor, Communication Design
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Jiwon Park, Assistant Professor, Department of Art + Art History, Design
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