



DIANA WITCHER

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## PROFESSIONAL PROFILE

I am a graphic designer, visual communicator, and web designer with expertise in color, typography, social media, writing, and research. I see design as a method for creative problem solving, collaboration, and elegantly communicating complex ideas. My graduate research integrated key color theory concepts with color in the design studio and designer's experience of color in design education. I also specialize in color materials, landscape ecology, installation art, and art and design history.

## EDUCATION

**2016 Master of Fine Arts, Design**, University of Texas at Austin

Graduate research of color in design practice: color theory, color education, and color in design production. Secondary research: sustainability in the context of landscape ecology.  
GPA: 3.83

**2013 Bachelor of Fine Art in Art, Graphic Design**, University of Wisconsin-Stout

Focus on publication design, typography, installation art, environmental, and 3D design.  
Honors: Magna cum laude 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, University of Texas at Austin

2014-2015 McNair Scholars Graduate Fellowship, University of Texas at Austin

2014 Graduate Professional Development Scholarship, University of Texas at Austin

2013 Edward L. and Dorothy D. Decker Endowed Scholarship, University of Wisconsin-Stout

2012-2013 Bud and Betty Micheels Artist in Residence, University of Wisconsin-Stout

2011-2012 Larsen Design Scholarship, University of Wisconsin-Stout

2011-2012 Marjorie L. Sheedy Scholarship, University of Wisconsin-Stout

2010 "Sunlight II" Prometheus: A Literary and Visual Arts Journal, 2nd Place 2D, University of Wisconsin-Stout

2009-2013 Chancellor's Award, University of Wisconsin-Stout

## EXHIBITIONS

2016 "Peripherals," 2016 Design M.F.A. Thesis Exhibition, Visual Arts Center, University of Texas at Austin, Austin, TX

2013 Artist in Residence Exhibition, Robert S. Swanson Learning Center, University of Wisconsin-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, website design: HTML, CSS,  
edit JavaScript and PHP, social media marketing, 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  
Landscape design, delegate tasks to teams of 3-5 members, oversee projects and budgets,  
sales, customer service, marketing, bookkeeping
- 2002–2007 **Graphic Designer and Administrative Assistant, Midwest Organic & Sustainable  
Education Service**—Spring Valley, WI  
Design of promotional materials, conference program, posters, and mailings, website design  
and updates, coordinate donations, organize catering, and events, Adobe Suite (*Photoshop,*  
*InDesign, Illustrator, Dreamweaver*) MS Office

*References available upon request.*