



DIANA WITCHER

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www.dianawitcher.com

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. 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, 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

2015 Graduate School Named Continuing Fellowship, University of Texas at Austin

2015 Marshall F. Wells Scholarship and Fellowship Endowment, University of Texas at Austin

2014 McNair Scholars Graduate Fellowship, University of Texas at Austin

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

2011 Larsen Design Scholarship, University of Wisconsin–Stout

EXPERIENCE

2017–present Graphic Designer • First Net Impressions Altoona, WI

- Collaborative design production: digital and print, brand development, social media marketing, copywriting, sales, customer service
- Web design (*HTML, CSS, implement JavaScript and edit basic PHP*)
- Photo correction, optimization, and retouching
- Adobe Suite (*Photoshop, InDesign, Illustrator, Dreamweaver*)

2007–2017 Designer • Diana Witcher Design Studio Menomonie, WI and Austin, TX

- Digital and print production (*brochures, emails, banners, flyers, advertisements*)
- Product photography, photo correction, retouching
- Adobe Suite (*Photoshop, InDesign, Illustrator, Dreamweaver*) and MS Office
- Web design (*HTML, CSS, implement JavaScript, Wordpress, MailChimp*)

References available upon request.