

DIANA WITCHER

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www.dianawitcher.com

PROFESSIONAL PROFILE

I am a graphic designer 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 studies enhanced my knowledge of collaborative design methods, color in the design studio, and ecological considerations. I always seek innovative design solutions and embrace opportunities for learning.

EDUCATION

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

Explored color in design practice: color theory, color education, and color in the design studio.
Secondary research: sustainability and land art 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, exhibition design, installation art, 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

2015–2019 College Art Association

2008–2019 American Institute of Graphic Arts (AIGA)

2010–2019 Sierra Club

2010–2019 Women for Women

2010–2013 McNair Scholars Program

2008–2014 Red Cedar Peace Initiative

PROFESSIONAL EXPERIENCE

2017–2019 First Net Impressions—Altoona, WI

- Create beautiful designs for digital and print applications, brand development, and execute social media marketing campaigns
- Design custom websites and create forms (HTML, CSS, implement JavaScript)
- Responsible for brand research for SEO and copywriting, estimates, and client meetings
- Edit video, photo correction, optimization, and retouching

2014–2015 Exupery Design—Brooklyn, NY

- Design and development of print and digital ads, packaging design, emails, posters, and more
- Creation of digital assets: banner ads, email images, and website product images

2007–2016 Diana Witcher Design Studio—Austin, TX and Menomonie, WI

- Create digital and print designs (logos, brochures, emails, banners, flyers, advertisements)
- Custom website design (HTML, CSS, implement JavaScript, Bootstrap, WordPress)
- Execute social media marketing campaign
- Product photography, photo correction, and retouching

2000–2015 Owner, Aquarian Gardens—Menomonie, WI

- Landscape design, manage projects and budgets, delegate tasks to teams of 3-5 members
- Sales, customer service, marketing, bookkeeping

2002–2007 Graphic Designer and Administrative Assistant, Midwest Organic & Sustainable Education Service—Spring Valley, WI

- Design promotional materials, conference program, posters, and mailings
- Website design and updates
- Coordinate donations, organize catering, and events

References available upon request.