

## DIANA WITCHER

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[www.dianawitcher.com](http://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 am always seeking 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, 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

**2015 Graduate School Named Continuing Fellowship**—University of Texas at Austin

**2014 McNair Scholars Graduate Fellowship**—University of Texas at Austin

**2011 Larsen Design Scholarship**—University of Wisconsin–Stout

## EXPERIENCE

**2019 Art Director, Satellite Six**—Eau Claire, WI

- Create beautiful designs for digital and print applications, brand development, project management in Asana, and quality control for design department
- Design custom websites in (*Sketch, Wireframe Pro*)
- Responsible for brand research and client meetings
- Adobe Suite (*Photoshop, InDesign, Illustrator, Dreamweaver*)

**2017–2019: Graphic Designer, First Net Impressions**—Altoona, WI

- Design for digital and print applications, brand development, and execute social media marketing campaigns (Facebook, Instagram, and Google AdWords)
- Design custom websites, create forms, and Photoshop mockups (*HTML, CSS, implement JavaScript*)
- Responsible for brand research for SEO and copywriting, creating estimates, and client meetings
- Edit video, photo correction, optimization, and retouching
- Adobe Suite (*Photoshop, InDesign, Illustrator, Dreamweaver*)

**2007–2017: Graphic Designer, Diana Witcher Design Studio**—Menomonie, WI and Austin, TX

- Create digital and print designs (*logos, brochures, emails, banners, flyers, advertisements*)
- Custom website design (*HTML, CSS, implement JavaScript, Bootstrap, WordPress*)
- Execute social media marketing campaigns (Facebook, Instagram, MailChimp, and Google AdWords)
- Product photography, photo correction, and retouching
- Adobe Suite (*Photoshop, InDesign, Illustrator, Dreamweaver*) and MS Office

References available upon request.