DIANA AGUILAR

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Waukegan, IL

DAguilarDesign.com

EDUCATION

B.F.A in Web Design & Multimedia

The IADT School of Design at Sanford-Brown

Nov. 2011 - Sep. 2014, Chicago IL

SKILLS & DISCIPLINES

- Graphic Design & Branding
- Digital Illustration
- Web Design & UI Design
- HTML/CSS
- JavaScript/JQuery
- Adobe Creative Suite: PS, ID, AI, AfterEffects, XD.
- Figma
- Microsoft Office Suite
- Wordpress management/dev
- Photo & video editing
- Strong written communications
- Quick and eager learner
- Fluent in Spanish

PROFESSIONAL SUMMARY

Visual Designer and creative dabbler with 7 years of agency experience and a repertoire of creative contract work looking for professional growth and an inspiring team that challenges and motivates.

Well versed in Adobe CC software, wireframing tools, front-end technologies, and written communications. In addition to a focus on creating detail-oriented, innovative solutions to design problems, I strive to create products that meet client goals and exceed client expectations with a strategic and empathetic approach to design.

EXPERIENCE

LTD Commodities   2021 - Present

Web Designer

- Collaborate with senior partners to build and manage library of HTML/CSS components to be used by web design team, introducing UI concepts aimed at increasing customer engagement.
- Create on-brand multi-channel creative that fulfills business marketing needs for website creative, email, social and paid search.
- Update website creative to meet demand for daily organizational goals.
- Leading projects in the design of UI assets, icon libraries and new company 'Swag' collection.

AdEasel   2014 - 2021

Lead Creative Developer

- Designed and developed custom websites and online experiences for clients across various industries.
- Established workflows to facilitate content management of client projects.
- Collaborated on establishing, maintaining and evolving client brands.
- Managed the design, development and maintenance of client websites using current design trends and user experience standards.
- Implemented changes to company's proprietary CMS system that improved usability and interface, leading to increased productivity in daily processes for clients and internal team.

Market House on the Square   2015 - 2020

Freelance Designer

- Developed brand and identity system for company restaurants.
- Created easy to maintain restaurant menu and print templates for in-house use.
- Designed, developed and consistently improve restaurant websites for optimum messaging, user experience and content delivery.
- Undertook food photography for website and social media use. Assisted with creative direction for a hired photographer.
- Lead strategic integration of online ordering system that streamlined carry-out orders and increased staff productivity.

RELATED VOLUNTEER EXPERIENCE

WTHS Career Expo Speaker   2020, 2021

- Participated as a speaker in the 2020 & 2021 Warren Township High School Career Expo creating infographic posters to educate students about careers in Graphic Design and Front-End Web Development.
- Conceptualized, filmed and edited an informational video on creative field for the 2021 Virtual Career Expo.