

Diane M Serpa

GRAPHIC DESIGNER

also known as Dot

HIGHLIGHTS

- Two consecutive weekends with a waiting list at Picasso's Tempe reopening due to successful marketing and advertising campaign.
- 2012 donation appeal postcard was a success in helping Scottsdale Healthcare Foundation get the best possible look and result: \$10,000 in on-line gifts in one day.
- Experienced in developing layouts for nationally recognized publications for print and digital.

EDUCATION

- lynda.com ~ InDesign CC 2018: ePub
- Phoenix WordCamp 2011, 2014 ~ WordPress Educational Conference
- AIGA-AZ ~ Web101 class
- 1991–Colorado Institute of Art ~ Associates Degree in Visual Communication
- 1989–Mesa Community College ~ Associates Degree in Fine Arts, Honors

INTERPERSONAL SKILLS

- Accurate, friendly, consistent, professional communication
- Organized and fast
- Great relationships with outside agencies and service providers

PROJECTS

- Logos/Identity
- Advertising
- Targeted Direct Marketing
- Publications
- Interactive PDFs
- Digital Graphics
- Website Design
- InfoGraphics
- Typography
- Music Marketing
- Variable Data
- XMPie
- Email Layout



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GreyCatDotDesign



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EXPERIENCE

- 6/2009–present ~ **GREYCATDOT DIGITAL DESIGN**,
Art Director

RECENT CLIENTS:

- » Republic Services
- » Shari Lopatin, author
- » Artsmith Kids' Art Programs for the Borough of the Bronx
- » Bat Conservation International
- » NACH Marketing
- » Arizona State University

- 11/2011–2/2013 ~ **ALLEGRA MARKETING AND PRINT**,
Graphic Designer

- » Design of social media graphics
- » Design of integrated direct marketing
- » Static & variable data pre-press for and uploading to POD system
- » Design and pre-press production of wide format printing
- » Worked with many Arizona nonprofit organizations

- 2/2000–5/2009 ~ **INSTITUTE FOR SUPPLY MANAGEMENT**,
Senior Designer

- » Design and pre-press production for trade publications, *Purchasing Today** and *Inside Supply Management**.
- » Design, brand management and pre-press production of marketing collateral materials (75+ a month)
- » Detailed photo retouching, collage work and illustration
- » Vendor contact and assistant to print buyer/production coordinator
- » Developed and implemented new procedures quarterly

TOOLS

InDesign Illustrator Photoshop
MS Word/Excel Dreamweaver HTML/CSS

PROFESSIONAL MEMBERSHIP

- Phoenix InDesign Users Group, member: 2009–present; volunteer Board Marketing Director: 2015–present
- AIGA-Arizona, current member
- LocalFirstAZ, member: 2010–present
- Phoenix Comicon, volunteer 2013
- Phoenix Design Week, volunteer: 2009, 2010, 2014, 2016