








I am a seasoned Creative Director, Art Director, with over 17 years experience in many areas of design and fashion. My career started out working in the fashion industry in California for Roxy/ Quiksilver. This is where my passion for fashion, surfing and art collided. I continued to work with brands such as Neutrogena, HarperCollins, Boost Mobile and The Blondie Comic Strip, to provide design & styling services, marketing and brand strategies. My strengths are creative strategy development, ad campaigns, styling, logo designs, web site design, copywriting, design guidelines & social media. My role within an organization is to create and bring concepts to life through use of materials, balance, iconography, color theory, and visual composition. I crave order, have an eye for detail, love all things design, and seek harmony between work & life.

CONTACT

 10239 Scull Creek Dr. Austin
 727.510.6013
 dianneerwin.com
 dianne.erwin@gmail.com
 linkedin.com/in/dianneerwin/

EXPERTISE

Creative Direction
Art Direction
Visual Design
Graphic Design
Web Design
Copy Writing
Marketing and Global Branding
Ad Campaigns
Interior & Trade Show Booth Design
Social Media
Email Campaigns
Digital Advertising
Team Leadership
Budget Administration
Mastery of macOS and iOS

EXPERIENCE

Blondie, Austin, TX

Visual Designer/ Marketing Director, 2007 to Present

Efficiently lead and direct creative design projects in support of ongoing marketing strategies while cutting costs. Collaborating on a team while supporting design, copywriting and brand consistency. Assess market position and trends while improving marketing quality results by analyzing and redesigning processes. Forge and sustain high-performance production and design teams. Ensure visual communication standards are consistently achieved. Identify opportunities for improvement; recommend changes to art, copy writing, and production teams.

O'NEILL Clothing, Irvine, CA

Art Director / Designer, 2004 to 2007

Lead designer/ director of trade show booth designs, in-store fixtures, digital and offline related marketing materials for O'Neill women's and girls brands. Directed a team on photo shoots, creating fresh marketing imagery for all visual marketing needs, styling and creating shot lists & mood boards for photo shoots. Hired models, photographers, hair and make up artists. Recruited, hired, and trained creative staff to ensure overall visual concepts were effectively communicated. Collaborated with a team of designers to translate abstract concepts and underdeveloped ideas into visual graphics. Worked with marketing, sales, and design teams to ensure projects consistently met budget and deadline requirements.

Roxy/Quiksilver, Huntington Beach, CA

Graphic Designer / Art Director, 2000 to 2004

I joined Quiksilver as a Graphic designer and transitioned into Art Director in 2003. I crafted, rendered, and expanded art concepts throughout production of advertising campaigns for Roxy brands. I assisted in styling on photo shoots for product placement and print ad campaigns. Collaborated with creative teams to develop print and web related marketing materials. Contributed to advertising campaigns, traveling to participate in photo shoots, projects, art direction, and development of advertising campaigns. Created various types of print and digital marketing materials.