

DIANNE ERWIN

CONTACT

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SKILLS

- Creative Concept Development
- Visual Design Standards
- Creative Direction
- Brand Development
- Social Media Strategy
- Project Management
- Team Collaboration
- Collateral Development
- Brand Development
- Market Research
- User Experience Design
- Art Direction/Rebranding
- Marketing Campaigns
- Multimedia Design Strategy
- Photoshoot Planning
- Digital Marketing
- Social Media Innovation
- Adobe Creative Suite

EDUCATION

Bachelor of Fine Arts in Graphic Design

The International Academy of
Design & Technology, Tampa, FL

Bachelor of Fine Arts, Studio Art

College of Charleston,
Charleston, SC

SUMMARY

Results-driven professional with extensive experience in conceiving, developing, and implementing creative vision. Highly skilled in development of ongoing development of aesthetic values and activities. Proven track record of developing award-winning campaigns for global brands across multiple platforms. Expert in visual storytelling, brand identity development, and creative problem-solving. Skilled in managing end-to-end creative processes, from concept to execution. Adept at collaborating with cross-functional teams, managing high-profile projects, and maintaining strong relationships.

EXPERIENCE

Senior Designer, National Instruments (NI) (Contract)

Liaison Creative + Marketing - Austin, TX | Apr 2020 - Nov 2023

- Collaborated with key stakeholders to develop a global brand guidelines portal.
- Introduced and integrated Foleon, a digital content creation platform, to enhance company content strategy.
- Created cohesive and visually appealing designs that aligned with the company's brand guidelines and marketing objectives.
- Facilitate the seamless transition of NI to Emerson Electric through active involvement in the company's rebranding initiatives.

Digital Marketing Manager

Blondie Comic Strip | Jan 2010 - Jan 2022

- Secured a high-profile interview worth 1.3M in value with the New York Times, significantly increasing brand visibility and credibility.
- Spearheaded a comprehensive brand refresh, including the introduction of a new character, updated color palettes, and logos.
- Developed and implemented a corporate branding style guide to ensure consistency across all marketing materials.
- Led strategic rebranding initiatives using storytelling and market insights.
- Ran targeted social media campaigns to create brand awareness, and grew IG from 4k to 23.5k in one year.

Freelance Designer / Art Director

Dianne Erwin Creative - Austin, TX | Mar 2010 - Dec 2021

- Led teams on freelance and contract projects to ensure alignment with marketing goals, partnerships, experiential events, and digital activations.
- Managed project budgets while prioritizing quality, resulting in on-time delivery of exceptional creative outputs that exceeded client expectations.
- Formulated cohesive brand identity packages, advertising strategies, and engaging digital/print campaigns.
- Advised brands of all sizes on developing and managing digital branding, content creation, videos, and outdoor advertising.

Art Director

O'Neill Clothing & Wetsuits Divisions - Irvine, CA

- Led rebranding efforts and initiated national ad campaigns for O'Neill women's brands, achieving a 15% increase in sales.
- Organized and executed four photoshoots annually, managing a budget of \$250K.

Graphic Designer/Art Director

Quiksilver / Roxy - Huntington Beach, CA

- Led global branding, collaborating with international licensees to maintain brand consistency.
- Managed artistic direction, including styling and photoshoots, to enhance brand visuals.