



## **SALLY DIAZ : BLACKSWIFT CREATIVE**

After gaining 16 years' experience in New York City's creative community, Sally Diaz founded the graphic design firm BlackSwift Creative in 2004. Armed with a BFA with honors from Parsons School of Design, Sally began her career as a junior graphic designer. She continued to climb the ladder at major New York City firms including William Doyle Galleries, Calfo Aron Associates, and Silver Communications, ultimately becoming Creative Director at PrimeLook. Sally's versatility as a designer is evident in her portfolio of diverse clients, from fine arts institutions such as The New York Philharmonic and Carnegie Hall to financial services and insurance companies like TIAA-CREF, Travelers Life & Annuity, New York Life, AXA and Oppenheimer Funds. Other high-profile clients include Nautica, Nielsen Media Research, Forest Laboratories, and Multex Media Research.

Sally has earned recognition among the design community for her work. In 2009, she received a design award from the Art Directors Club of New Jersey in packaging. BlackSwift Creative won nine design awards in 2012 and four design awards in 2010 for the American Graphic Design Awards. Sally also received American Graphic Design Awards in 2002, 2001, and 1996. While she is pleased to have won these awards, she is most proud of the successes she has helped her clients achieve through great design.

SEPT 2004 - PRESENT

**PRESIDENT/OWNER : BLACKSWIFT CREATIVE LLC : NORWOOD, NJ**

President and owner of full service graphic design firm with diverse clientele. Creative director of all work includes complete project and client management along with coordination and management of outside vendors. Working in print and electronic media.

FEB 2000 - JULY 2003

**CREATIVE DIRECTOR : PRIMELOOK INC : NEW YORK, NY**

Executive of design firm specializing in financial services. Managed of design team of five designers as well as freelancers. Creative director of all projects, client management and liaison between clients, designers and copywriters. Responsibilities included estimating, budgeting, scheduling, production, pre-press and press checks of all projects.

AUG 1994 - FEB 2000

**DESIGN DIRECTOR : SILVER COMMUNICATIONS, INC : NEW YORK, NY**

Responsible for design, staff management and client services at corporate communications design firm. Complete involvement in strategy and concept development with clients included meetings, presentations and daily client management. Oversaw estimating, budgeting, scheduling, production, pre-press and press checks. Management of freelancers, selection and art direction of photographers and illustrators, and liaise with web programmers. Supervision of two other full time designers.

MAY 1993 - AUG 1994

**SENIOR DESIGNER : CALFO/ARON, INC : NEW YORK, NY**

Designed and project managed this high-end graphic design firm's major client projects, to include: The New York Philharmonic, LIRR, Carnegie Hall, BusinessWeek and Travel & Leisure magazine. Development of projects involved design, layout, production, photo research, estimating, scheduling, press checks and the management of freelancers. Other duties included heavy client contact and communication with printers and service bureaus.

JUNE 1992 - MAY 1993

**SENIOR DESIGNER : WILLIAM DOYLE GALLERIES : NEW YORK, NY**

Created new look for the third largest art and auction gallery in New York and applied it across all communications and advertising. Responsibilities involved acquiring new vendors, bidding out and scheduling jobs, directing photo shoots, and supervising print production.

AUG 1989 - JUNE 1992

**SENIOR DESIGNER : TRAVEL DYNAMICS INC : NEW YORK, NY**

Designed more than half of the brochures for this high volume in-house art department. Handled all aspects of the project management, from photo research and usage rights to acquiring and compiling estimates. Worked closely with vendors, covered press checks, and supervised freelancers.

PREVIOUS EXPERIENCE

Junior Designer : Travel Dynamics. New York. August 1989 - March 1990

Junior Designer : K.K. Design. London. September 1988 - July 1989

Freelance Designer : The Partners. London. August 1988 - September 1988

Freelance Artist : Monica Banks &amp; Assoc. New York. February 1987 - July 1988

AWARDS

American Graphic Design Awards : 2012 (9), 2010 (4), 2002, 2001, 1996

American Corporate Identity : 1997 and 1995

Creativity : #27, 1997 and #26, 1996

EDUCATION

Parsons School of Design, NYC, BFA Degree '88 Communication Design, Dean's List

SKILLS

InDesign, Illustrator, Photoshop, Acrobat, Constant Contact, Powerpoint, Facebook, etc

REFERENCES

Furnished upon request