

SALLY DIAZ

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SENIOR GRAPHIC DESIGNER/VISUAL DESIGNER

CREATIVE STRATEGY | PROJECT MANAGEMENT | DESIGN IDENTITY

Results and deadline driven Senior Graphic Designer with proven capacity to multi-task while managing the development, design, execution and deliverables of creative projects.

CORE COMPETENCIES

Creative Design . Art Direction & Project Management . Corporate Branding . Presentation Design . Email Campaigns . Website Design
Digital Media Design . Relationship Building . Budget & Vendor Management . Print Production . Team Management . Oral & Written Communication

TECHNICAL SKILLS

Adobe CC Suite (InDesign, Illustrator, Photoshop, Lightroom Acrobat) . Canva . PowerPoint . Word . Constant Contact . Hubspot . Social Media . Figma

EXPERIENCE

SENIOR GRAPHIC DESIGNER AND VISUAL STRATEGIST | BLACKSWIFT CREATIVE, NORWOOD, NJ

2004 - PRESENT

- Spearhead the delivery of high-quality freelance and consulting services, overseeing creative operations and graphic design for a wide range of clients; leverage exceptional communication to identify client needs and requirements.
- 100% project management, including coordinating project planning and managing work flows.
- Establish and design website systems, email and social media campaigns for multiple clients reaching audiences of over 4,000+.
- Pioneer projects for electronic media, print materials, presentations and other marketing tools increasing awareness by 25%.
- Created 2 Look Books that showcased client growth; assembled a targeted mailing list of over 2,000 key buyers and secured a 5-10% response rate that enabled the client to acquire new, long-term clients.
- Orchestrate brainstorming sessions to pinpoint goals; communicate project progress resulting in effective time management for clients.
- Designed annual 50-60 page catalogs for a high-end watch store; established uniform format to showcase the brands, securing a 100% ROI for the client.

SENIOR DESIGNER/VISUAL ARTIST | CALLISTO MEDIA, NEW YORK, NY

04-07/2022

- Creative team designer at tech startup publishing company.
- Designed, produced and collaborated on 12+ self-help, puzzle, cookbooks, and flashcard gifts for this data driven, Amazon selling publisher.
- Coordinated with the activities and interests team of 9 on deep dive InDesign files that streamlined the publishing process by 30%.
- Created custom artwork and retouched images for books, finalized print and electronic ready files for publishing.
- Guided and supported assigned editorial and art management teams.

CREATIVE DIRECTOR | PRIMELOOK INC., NEW YORK, NY

2000 - 2003

- Directed creative operations specializing in financial services clients; including Citibank, New York Life, AXA, and Oppenheimer & Co.
- Trained a high-performing design team of 5.
- Supported and executed 100+ client projects; coordinated workflow between clients, designers, and copywriters.
- Identified and analyzed client needs to generate accurate estimates and track/manage budgets of up to \$200,000.

EDUCATION

Parsons School of Design, New York, NY

Bachelor of Fine Arts in Communication and Graphic Design