

DIANA LOBOSCO

Portfolio link: http://www.boscocreative.com/portfolio_.pdf

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ART DIRECTION • GRAPHICS • WEB • MULTIMEDIA • PRINT

PROFILE

DYNAMIC GRAPHIC ARTIST— Extensive experience designing multimedia presentations, websites, brochures, newsletters, annual reports, and promotional material.

MOTIVATED TEAM PLAYER— Proven outstanding interpersonal communication skills and ability to work under tight deadlines, manage multiple tasks and collaborate as a part of a creative team.

SOFTWARE SKILLS

Adobe Photoshop, Illustrator, InDesign, Acrobat, GoLive, ImageReady, Quark Xpress, Macromedia, Flash, Fireworks, Dreamweaver, Director, and Microsoft Office

CAREER EXPERIENCE

ART DIRECTOR, SCOTT COOPER ASSOCIATES, MELVILLE N.Y. APRIL 2007 TO PRESENT

Full service marketing firm. Clients include Canon, NEC, New York University, Olympus, Samsung, Sprint, and TXU Energy.

Play lead role in the design and production of branding campaigns for both national and international corporations, including print, identity, packaging, multimedia, web design, and web applications.

- Completed a range of creative design projects including: character logo for mobile coupon experience, print and web advertising for TXU Energy, NYU, and Samsung.
- Train designers in Photoshop and QuarkXPress.
- Simultaneously manage multiple projects while always staying on time and budget.
- Participate in concept development meetings with clients and Scott Cooper Executives.

SENIOR GRAPHIC DESIGNER, REITDESIGN, NEW YORK, N.Y. FEBRUARY 2004 TO APRIL 2007

Graphic design firm. Clients include Amalgamated Bank, Barnes & Noble, Dow Jones, American Banker, American Express, Bert Davis Executive Search, The Corcoran Group, Forbes, International Baccalaureate, MacMillan Publishing, Routledge Publishing, SourceMedia, Thomson Media.

Hired as designer and promoted to senior designer. Closely collaborated with high-profile clients and national corporations and acted as the firm's lead designer, art director, and project manager on many accounts. Worked on more than 100 projects per year.

- Lead designer of Barnes & Noble's free campus magazine, U-Turn (circulation 1 million). Partnered with client, writers, and advertisers, directed layout design, and supervised project through production and print.
- Designed logo for COLORS, a new restaurant owned and operated by the surviving workers from Windows on the World.
- Planned and designed trade shows for national corporations.
- Developed business, coordinated with vendors, and maintained production schedules.
- Designed, developed, and managed projects from inception to completion, including brochures, catalogs, annual reports, promotional materials, ads, branding, web site development, and newsletter emails.
- Trained, supervised, and provided art direction for junior designers.
- Performed press run inspections to insure high quality color separation and correct use of fonts, pictures, and collation.

GRAPHIC DESIGNER, THE PHOENIX GROUP, NORTHPORT, N.Y. MAY 2001 TO DECEMBER 2003

Graphic design firm. Clients include Canon, Konica Minolta, Oxford Health Insurance, Portledge School, Ricoh

Hired as an intern and then promoted to a graphic designer.

- Designed and produced Oxford Health Insurance pamphlets, brochures, and magazines for staff and participants.
- Independently designed logos, brochures, catalogs, and screens for CD ROMs and web pages.
- Conceived and produced design for HUB magazine, a new trade publication for the insurance industry.
- Designed catalogs for private schools.
- Collaborated with design team on diverse projects, including magazine design and ad layouts.

FREELANCE DESIGNER 2001 TO 2007

- Designed book covers, front matter, and pages for Grey Core Press.
- Independently designed projects from inception to final production.
- Provide all aspects of marketing including branding, logos, websites, print collateral, and ads for startup companies
- Designed and programmed CD ROM for Canon USA's sales and marketing training for multi-purpose office machinery.

EDUCATION

AGI, New York City

Ongoing continuing education and formal training in graphic design programs and latest industry trends

Long Island University C.W. Post Campus

Bachelor of Fine Arts in Graphic Design. Cum Laude. 2002.

Fashion Institute of Technology

Associate of Applied Science in Display and Exhibit Design. 2000.

AWARDS

Received Best of Category award in the 2002 Student BOLI (Best on Long Island) Competition from The Long Island Advertising Club.

Designed a window display with five other team members that received recognition in VM&SD, Display and Design Ideas, and in an Albany newspaper (2002).

Worked with a team of students on a themed exhibit (Turkish designer Rifat Ozbeck). This project was favorably reviewed in Display and Design Ideas (1999).

WEBSITES

www.msturman.com

www.tschetterstudio.com

www.duravac.com

www.colors.coop

www.sourcemia.com (Front Pages)

Extensive knowledge of HTML email design and programming.

AFFILIATIONS

Member of the AIGA