Diana Reduble

GRAPHIC DESIGNER / 908.783.2285 / dreduble@gmail.com

EXPERIENCE

FREELANCE GRAPHIC DESIGNER (January 2020-Present)

- Design art, typography and products for various clients
- Conduct market trend research and create mood boards
- Designed catalog for local educational institute

NEW VIEW GIFTS & ACCESSORIES / Media, PA

Design Manager (October 2016-December 2019)

- Took on lead design and development role for retail home decor products
- Managed small team of Junior Designers, ensuring projects meet client expectations and brand standards
- Acted as the Subject Matter Expert throughout the sales and product development processes for key accounts such as Target, Bed Bath & Beyond, and Burlington Coat Factory
- Oversaw launch of gift product under the newly acquired Bluemoon Studios brand which increased penetration into existing accounts such as Ross Stores and Gordman's
- Conducted and analyzed market trend research

Senior Designer (March 2011-October 2016)

- Led design of product suites for New View-branded and client-exclusive product lines, which required understanding customer business needs (price points, typical purchase quantities, favored trends, etc.)
- Maintained many Junior Designer responsibilities with increased autonomy

Junior Designer (June 2009-March 2011)

- Designed art and typography solutions for gifts and home goods
- Created product specifications for overseas vendors

Graphic Materials Coordinator (April 2008-June 2009)

- Maintained brand catalog and created presentations for account meetings

PILLA CREATIVE GROUP / Philadelphia, PA

Junior Designer (October 2007-February 2008)

- Developed identity packages and other deliverables for various clients
- Designed graphics for digital promotions and websites
- Prepared files for release and communicated directly with clients and vendors

EDUCATION

Bachelor of Science in Graphic Design

THE ART INSTITUTE OF PHILADELPHIA 2007