



**David Diomede**

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## Freelance Experience

### **D2Creative Design / Creative Direction/Web Design and Development / 2001 – Present**

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- › **Communitycause.org** – Currently working with UX designer to restructure and redesign WordPress site.
- › **BeagleBoard.org** – Designed newsletter and banner ads.
- › **Greco Exteriors** – Setup designed and maintained WordPress site, using Genesis Framework.
- › **Arizona Dock Dogs** – Setup and maintained WordPress site, designed logo, event checkout and registration.
- › **Laurie Beth Morales MSW, LCSW** – Setup and maintain WordPress site.
- › **John Patterson, D.M.D.** – Redesigned website, creating simplified look with an improved photo gallery.
- › **Motorola** – Interactive Flash designer for e-learning projects.
- › **Integrated Computer Networks** – Identity redesign and web site design.

**Tools:** InDesign, Photoshop, Illustrator, AdobeXD, Coda, Microsoft Office, HTML, CSS, SASS, PHP, Foundation, JavaScript, jQuery, gulp.js, node.js, Git, WordPress, NGINX, Apache, and Slack.

## Experience

### **Project Manager, Digital Communications / WorldatWork / Scottsdale, AZ / March 2016 – Present**

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Overhauled email work-flow by implementing Foundation for Email framework, that included a style-guide, automated text generation, and reusable components.

Additional responsibilities:

- › Work with internal stakeholders to design, and develop email newsletters and promotions.
- › Setup of HTML and text based auto-responder notifications.
- › Setup, test, and schedule emails.
- › Update and maintain web pages.

**Tools:** InDesign, Photoshop, Illustrator, Coda, Microsoft Office, HTML, CSS, SASS, Foundation, JavaScript, gulp.js, Node.js, Handlebars.js, YAML, JSON, SourceTree, Lyris, and Git.

### **Creative Director / OpenSystems Media / Fountain Hills, AZ / November 2005 – March 2016**

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- › Lead a team of Designers, Editors and Developers.
- › Provided design and direction of branding, logos, magazine, product templates and covers.
- › Published interactive magazines and apps for desktop, and mobile devices.
- › Lead a company rebrand, that included new logo design, marketing materials and guidelines.
- › Designed WordPress based designs for targeted newsletters and email promotions for trade shows, webinars, magazines, sales, and client promotions. Targeted newsletters, designed to focus on audience interests.
- › Designed a custom print/interactive magazine, newsletter/promotional email project with Intel's Embedded Innovator Magazine and Newsletter. Responsibilities included, coordinating project time-lines and budgets, managing cross-functional staff and vendor resources. Each magazine and newsletter is distributed in English, Japanese, simplified and traditional Chinese languages to an international audience of 90,000+ engineers through email, banner ads, trade shows, and social media.



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- › Lead the design of an interactive magazine for Sparton NavEx Corporate campaign. The magazine highlighted the client's blog, white papers, products and services. Coordinated with editorial director to advise on content selections. Created email, banner ads, and registration forms for lead generation.
- › Designed a member organization website redesign. Members can subscribe, publish new content, and access news feeds from partner websites. Collaborated with team members to move all content and user accounts and data to new site. Assisted client with training and website policies. An annual newsletter was integrated into the website, for quick updating and posting.

**Tools:** InDesign, Photoshop, Illustrator, Coda, Microsoft Office, HTML, CSS, SASS, Bootstrap, SVN, Git, Lyras, NGINX, Apache, and Advanced Custom Fields.

## Art Director / R&R Images / Phoenix, AZ / January 2004 – May 2004

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- › Targeted web site and direct mail campaign for XPEDX/International Paper
- › Lead the design process of targeted/personalized direct mail and web marketing programs.
- › Extensive knowledge of variable data printing, using HP Indigo direct to print, sheet-fed press.

**Tools:** InDesign, Photoshop, Illustrator, HTML, Flash, Acrobat, and HP Indigo press

## Graphic Designer / Alexander Marketing / Schaumburg, IL / 1999 – 2001

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- › Created and prepared graphics for websites and client presentations.
- › Designed trade show kiosks, brochures, direct mail and catalogs.
- › Retouched photography and created final artwork for press.

**Tools:** QuarkXpress, Photoshop, and Illustrator

## Education / Certificates

- › UX Interaction Design / Designlab
- › JavaScript and jQuery / Galvanize
- › Web Design Certification / Illinois Institute of Art
- › Bachelor of Arts, Graphic Design / University of Illinois Chicago
- › Bachelor of Arts, Electronic Media / University of Illinois Chicago

## Volunteer

- › AZGiveCamp

## Conferences

- › Adobe MAX, 2013
- › PePcon, Chicago 2014