
DIANA MOLLEDA

is a graphic designer and art director with 10+ years of experience shaping brand experiences and expanding creative impact. Her interests are print, graphic and illustrative work, and design for social change.

Education

B.A. WITH CONCENTRATION IN GRAPHIC DESIGN

George Mason University, Virginia

Skills

Illustrator	Mailchimp
Photoshop	Salesforce
InDesign	Sketch
After Effects	Procreate
Dreamweaver	Fluent Spanish speaker
Wordpress	
CSS + HTML	

Awards

Sappi, Ideas That Matter grant, 2015

CURRENTLY LISTENING TO:

Fist City, Loretta Lynn;
Cymande (self titled record);
Taitu: Soul-Fueled Stompers from 1960s-1970s Ethiopia;
Hosono House, Haroumi Hosono;
Pacific Breeze: Japanese City Pop, AOR & Boogie 1976-1986.

Experience

SENIOR DESIGN MANAGER

University of Southern California | June 2019 – May 2020

- Provides art direction and creative leadership to design team focused on motion graphics, print, web, email and social projects.
- Efficiently manages workload of team members and adheres to strict timelines.
- Lead for identity management questions campus-wide.
- Development of collateral that is modern and compelling and on brand and an organic extension of university identity.

SENIOR GRAPHIC DESIGNER

University of Southern California | October 2017 – May 2019

- Managing web optimization of alumni magazine, including social media assets.
- Responsible for upholding visual identity of the university through highly visible projects and creating modern design solutions for University.
- Develop visual assets for both one-off and ongoing initiatives.

SENIOR GRAPHIC DESIGNER

Ayzenberg Group | October 2016 – October 2017

- Created dynamic visual storytelling, art direction & project development from concept through execution for Microsoft social channels and global campaigns.
- Worked with interdisciplinary teams to promote user engagement and increase CTR.
- High-end photography post-production editing, key art compositing, light video editing and animation.

DESIGN MANAGER

826LA | 2011 - October 2016

- Oversaw design, development & production of 20-25 publications per year.
- Responsible for maintaining integrity of company brands.
- Worked collaboratively with development team; created fundraising and volunteering campaigns across print, web & social.
- Oversaw final approval of all creative concepts & final assets to ensure all concepts are within budget & all deliverables were on-brand.
- Launched new 826LA website to Wordpress, migrating all content and working with web developer to assess & implement organizational needs.