



clementine creations
little orange that could

Highlights:

Fluent in Spanish
Strong work ethic
Quick at problem solving
Strong communication skills
Able to excel under high-pressure
and in a fast paced environment
Excellent organization & time management
Reliable & adept at working independently

Education:

Art Institute of New York City, New York, NY
AOS, Graphic Design, June 2010

Software Skills:
Proficient in Mac & PC

Photoshop
Illustrator
InDesign
Acrobat
Distiller
MS Office Suite

Contact

Diana Salas
914.473.0040
106 Pitt Street
Portland ME 04103
dianansalas@gmail.com
www.thelittleorange.com

Design Experience:

TrueLine Publishing, Portland, ME

Graphic Designer, February 2016 - Present

- Copy writing, design and production of advertising for clients
- Designing & implementing branding & corporate identity graphics standards
- Working with clients on a one to one basis, defining their requirements & creating ads
- Creating magazine layout designs & ensuring that the layouts are produced in time to meet production schedule

Galileo Global Branding Group, Stamford, CT

Freelance Packaging Production Artist, April 2014 - September 2015

- Ensured designs followed brand guidelines & government packaging requirements for categories including food, beverage, health, beauty
- Worked side by side with account team, photo studio and copywriters
- Refined designs to fit proper printer specs
- Created layouts for line extensions keeping consistent design aesthetic
- Mocked up designs to ensure they were functional all around & edits when needed
- Prepared all necessary artwork files and mechanicals for press and final print runs

Macy's, New York, NY

Freelance Packaging Production Artist, January 2013 - August 2013

- Worked side by side with packaging art director/packaging team
- Created mechanicals for packaging design for various brands
- Worked on bellybands, hang tags, header cards, inserts, J-boards, woven labels, stickers, polybags, etc.
- Ensured that final designs/layouts were functional
- Honed time management skills, met tight deadlines and managed multiple projects simultaneously

CIXdesigns, Kingston, NY

Freelance Graphic Designer, January 2012 - January 2013

- Worked on print material; business cards, brochures, logo design and branding
- Independently & collaboratively developed new branding for small businesses
- Created and maintained a system of client files, increasing efficiency & organization

Capelli New York, New York, NY

Graphic Artist, March 2011 - December 2011

- Reviewed artwork with art director & packaging manager
- Executed creative designs including layout, color selection and/or illustrations
- Production work for both fashion & packaging teams
- Researched the latest fashion trends
- Record keeping of all prints and packaging

24 Seven Agency Inc, New York, NY

Graphic Design Freelancer, September 2010 - March 2011

Nine West, White Plains, NY

- Assisted in marketing department (web)
- Photo re-touching for various brands
- Redesigned January birthday email blast

GLO Jeans, New York, NY

- Created graphic tee designs
- Worked on mechanicals & color ways
- Matched color chips to seasonal color palettes

Vineyard Vines, Stamford, CT

- Set up look books for different seasons
- Assisted merchandiser in creating blueprint for store layout
- Designed promotional emails for company

Aeropostale, New York, NY

Graphic Design Intern to Freelancer, January 2010 - August 2010

- Aided the art directors in setting up for presentations
- Assisted in both women and men graphics departments
- Designed mock tees for men/women department
- Developed new techniques to further improve design for graphics tees