



# DIANE PASCUAL

+ILLUSTRATOR/ANIMATOR  
+GRAPHIC DESIGNER  
+EDUCATOR

## CONTACT

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LINKEDIN.COM/IN/DIANEPASCUAL

PERSONAL WORK:  
DIANEPASCUAL.COM/ILLUSTRATION

DRIBBBLE.COM/DREAMWALKER37

COMPANY  
WWW.PRISMLIGHTSTUDIOS.LA

## EDUCATION

ACADEMY OF ART UNIVERSITY SF  
MFA - VISUAL DEVELOPMENT 09-13

ART INSTITUTE OF CA - SAN DIEGO  
B.A. GRAPHIC DESIGN 2007  
WITH HONORS

BAVC SF - 2017  
INTRO TO AFTER EFFECTS  
2DAY ACCELERATED COURSE

## PROFILE

Graphic designer and illustrator with over 10 years of experience working with a variety of companies, startups, and different brands. Hands on designer, a creative problem solver, a hybrid graphic designer and illustrator with intermediate skills in animating in After Effects and animated GIFs. Able to work in a fast paced, deadline driven environment. Great at producing projects from start to finish, comfortable with Art direction and managing teams. Part-time online instructor at the Academy of Art University.

## SKILLS

- Character design & Sketch
- Storyboards
- Digital painting
- 2D Vector Artist
- Hand Lettering Artist
- Digital Pattern Maker
- Adobe Suite CC
- After Effects Intermediate
- UX / Graphic design
- Art Direction
- Design and layout
- Digital marketing

## EXPERIENCE

### SCHOOL OF COMMUNICATIONS & MEDIA TECHNOLOGIES

ACADEMY OF ART UNIV SF | SEPT 2016 - CURRENT

- Part time instructor in both undergrad and graduate departments teaching online classes called "Multimedia Platforms and Trends" and "Social Media Branding & Promotion"

### CREATIVE DIRECTOR + OWNER + ANIMATOR

PRISM LIGHT STUDIOS | JULY 2015 - CURRENT

- Managing a team of 5 artists collaborating on an original short animated film idea called "Northstar Warrior"
- developing animation content videos for social media promotion, managing social media campaigns.
- Freelancing small projects from illustration + design.

### SR GRAPHIC DESIGNER/ ILLUSTRATOR (CONTRACT)

SALESFORCE HQ SF | NOV 2016 - MARCH 2017

- Proxy Art Director, creating graphics, illustrations, animated gifs for trailhead.com internal learning modules to illustrate training materials, storyboarding story based scenarios for learning modules

### PRODUCT DESIGNER/ ILLUSTRATOR (CONTRACT)

HASBRO STUDIOS LOS ANGELES | MAR 2015 - JUNE 2015

- Worked on the Disney princess properties and Frozen line, for small dolls and fashion dolls. Designed and illustrated concepts for pitches to Disney and Global sales meetings, created control art for dolls and accessories, putting together style guides & model sheets

### CHARACTER DESIGNER - ILLUSTRATOR

SKECHERS USA MANHATTAN BEACH | MARCH 2015

- Character design and development of animated characters for animated video commercial and developing assets in Adobe illustrator. Key frame poses for animation, walk cycles, produced and collaborated on storyboards.

## GRAPHIC DESIGN EXPERIENCE - PAGE 2



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### MARKETING MANAGER/ WEB DESIGNER (FREELANCE)

WEATHERSCOPE | OCT 2016 - JUNE 2017

- Marketing and social media promotion for WeatherScope app, first livestreaming weather app. UX design and art direction for website and rebranding for app, targeting specific user audience on social media, integrating different platforms for promotion. [www.weatherscope.tv](http://www.weatherscope.tv)

### UX DESIGNER / MARKETING MANAGER (FREELANCE)

FIRST FLIGHT COMM. LOS ANGELES | DEC 2014 - JAN 2016

- Art-directing graphics, photography, and visual design solutions for small business clients, creating wireframes and website concept mock-ups, helped design WordPress sites. Designed banners, brochures, other marketing collateral for print and web.

### ANIMATION INTERN

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APRIL 2014 - AUG 2014

- Worked on "Little Lily" short film and contributed character design, turnarounds, storyboard cleanups.
- Learned traditional character animation techniques and storyboard cleanup through studio.

### MARKETING MANAGER / GRAPHIC DESIGNER

NASSIMI LLC NEW YORK | JAN 2012 - OCT 2013

- Coordinating email marketing campaigns, managed social media integrations, managed WordPress blog - writing blog posts and designing graphics, developing promotional content for products and company news.
- Project managed and designed two corporate websites: UX design, conceptualized original ideas for design and production art for websites. Worked as a liaison between company and web development company

### WEB/ GRAPHIC DESIGNER & MARKETING CONSULTANT

LIFE TECHNOLOGIES SAN DIEGO | MAY 2008 - APR 2009

- Managed site pages in database; Day Communique CMS. Creating landing pages, editing pages for U.S. and international sites. Prepared/created web banners for product promotions of bio-techequipment through U.S. and int. sites. Communicated with various business clients by helping them with their individual product marketing for specific and various product pages on main website.

### PRODUCT DESIGNER | ILLUSTRATOR

HURLEY ACCESSORIES - SAN DIEGO | OCT 07 - APR 08

- Designing & illustration of vector art for back-packs, bags, luggage, and accessories for the Hurley line, and for other clients such as Reebok and RVCA using adobe illustrator.
- Managed design and photography for season catalog, cutting out images and touchups in Photoshop. using adobe illustrator.