
CAREER SUMMARY

Associate Design Director • Senior Art Director, Retail • Senior Studio Production Designer

- *I am a versatile creative professional with a passion for bringing innovative ideas to life at retail for my clients.* Whether it's developing cutting-edge retail displays, designing for print and digital, or fine-tuning intricate production details, I am dedicated to delivering outstanding results and pushing the boundaries of creative excellence.
- *With expertise spanning art direction, POP display design, 3D rendering, and print/digital production, I thrive on solving complex creative challenges.*
- *My career has included running a successful design business and managing creative teams, demonstrating my ability to lead projects and engage effectively with clients.*

AREAS OF EXPERTISE

- Adobe Creative Suite
- 3D Renderings
- Sketchup
- Esko Studio Design Suite
- Microsoft Office
- Microsoft Teams
- Project Management Software
- Print Production
- Leadership
- Detail Oriented
- Team Player
- Self-Motivated

PROFESSIONAL EXPERIENCE

Tracy Locke, Rogers, AR

2020 – Present

Associate Design Director

- Collaborate with a large team of creatives and account managers to bring to life multiple 360 campaign concepts that include corrugated and permanent POP displays, digital and social media, and packaging
- Lead a team of creative designers to conceptualize and design corrugated POP displays for major CPG clients and adhering to brand standards often while working against extremely tight turnaround times
- Utilize 3D software to bring to life innovative retail theater from initial sketches to final art renderings
- Present ideas to clients via sharing PPT decks in Teams calls
- Created a best-in-class POP process document from the ground up for internal training and on-boarding

The Integer Group, Denver, CO / Rogers, AR

2012-2020

Senior Studio Production Designer

- Assisted the creative and account teams by providing initial designs and concepts for major CPG client initiatives
- Developed 3D renderings for POP displays, WOW displays and packaging with an emphasis on creating dramatic results while adhering to retailer standards
- Took designs of displays, signage, packaging and digital ads from concept to completion and built final art mechanicals with precision for final production
- Worked with outside print vendors to procure packaging and display mock-ups, often creating mock-ups in-house as well
- Worked under extremely tight deadlines to deliver creative, sell-in and final art solutions on time, every time

Williams Lea, Bentonville, AR

2010-2011

Senior Account Executive (Project)

- Built positive relationships within large retail client and managed their perceptions and expectations of Point of Sale printed materials
- Worked with internal team on procurement of POS print related services, delivering on time and on budget, to specification, to quality and contractual targets
- Constantly updated client on current project status through daily meetings and reports, while balancing multiple timelines and deadlines
- Defined new opportunities that would enhance current processes and ultimately improved client's budget and bottom line
- Ensured quality standards were being met by methods including, but not limited to, requiring ink draw downs, press form reviews, attending press checks, and standardizing corporate colors across multiple vendors.

Bravis Marketing Agency, Rogers, AR

2008-2009

Senior Account Executive / Designer

- Hybrid client-facing and designer role in which I met with high-profile clients to assimilate direction and/or feedback and applied the information to the design and production of corrugated POP displays, packaging, signage and mock-ups using design software and production equipment, including large format printers, laminators and a Kongsberg cutting table
- Designed and executed multiple large-scale WOW displays for client sales and planning meetings

EDUCATION

Bachelor of Arts, Graphic Design

Arkansas Tech University, Russellville, AR

3.6-4.0 GPA

PORTFOLIO

www.dianagcooper.com

REFERENCES

Upon Request