

DIANA SONNE

GRAPHIC DESIGNER

Designer with over ten years of experience across agency, in-house, and direct client settings. Adept at combining creativity with exceptional attention to detail. Passionate about design for positive change.

SKILLS

Programs

Adobe Creative Cloud
(AI, ID, PS, Acrobat), Figma,
Microsoft Office, Google Suite,
WordPress, Mailchimp, Asana

Languages

Conversational Chinese

EDUCATION

UC Berkeley Extension,
Professional Sequence in
Graphic Design, 2005

UC Berkeley,
Master of City Planning, 1997

UC Irvine, B.A.
Environmental Analysis, 1994

VOLUNTEER WORK

Yu Ming Charter School

- Yearbook Committee,
2016-present (Chair 2017-18)
- Fundraising Committee,
2015-present

Presidio Knolls School

- Yearbook Committee,
2011-2015 (Chair 2012-14)

San Francisco Big Sibling Program

- Board of Directors, 1998-2005

EXPERIENCE

Graphic Designer . Circlepoint, Oakland, CA . 2014-2020

- Ideated solutions primarily for public agencies and non-profits, such as:
 - Promoting major capital improvement projects for Caltrain
 - On-going customer education and information for San Jose Water
 - Increasing clean energy awareness and adoption for East Bay Community Energy
- Designed print and digital communications pieces that were on-brand, on-message, and culturally appropriate. Examples include social media illustrations, newsletters/mailers, and infographics
- Executed projects for multiple clients concurrently, with competing deadlines, creatively and on-time

Production Artist . Gap Inc., San Francisco, CA . 2014

- Produced in-store/window signage and retail packaging/marketing collateral for Gap Global Outlet in North America and Europe
- Redesigned signage and collateral in French and Italian for international stores

Independent Graphic Designer . 2005-present

- Successfully served clients in a broad range of industries, including electrical equipment, engineering, architecture, education, and medicine
- Created identities, business collateral, and marketing material for digital and print media
- Drove and owned projects from initial concept to final delivery

Graphics Manager | Production Artist

Design, Community & Environment, Berkeley, CA . 2004-2005

- Designed and produced report graphics, marketing material, and proposals
- Managed redesign of company website, including compilation of extensive graphics and text data
- Regularly updated statement of qualifications, website, and electronic image library

OTHER EXPERIENCE

Senior Planner | Associate Planner

San Mateo County Transit District/Caltrain, San Carlos, CA
2001-2003 | 1998-2000

Government Relations Manager

NetClerk, Inc., South San Francisco, CA . 2000-2001

Planner

Dyett & Bhatia, San Francisco, CA . 1997-1998