



DIANNE LAREDO

ART DIRECTOR

PERSONAL PROFILE

With years of experience and a proven track record of success, I am a creative and innovative online designer fueled by my love of all things design.

SPECIALIZATION

- Art Direction
- Marketing and Advertising Design
- Content Creation
- Team Management and Administration
- Photography

CONTACT INFO:

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SKILLS AND ABILITIES

- Strong Working Knowledge of Creative Software
 - Online Design Skills
 - Communication Skills
 - Organizational Skills
 - Time Management Skills

WORK HISTORY

INTERACTIVE CREATIVE DIRECTOR

Sears.ca | e-Commerce | 2009-2017

- Conceptualized and produced excellent design
- Managed internal and external creative for the site
- Art directed photo shoots

SENIOR WEB DESIGNER

The Shopping Channel | Rogers media broadcast | 2007-2009

- Designed retail web strategies derived from broadcast and print
- Managed transition of product development from television to web
- Assisted in designing marketing materials for brands

WEB PRODUCER

Marketing Magazine | Rogers media print | 2005-2007

- Assembled and uploaded weekly online magazine
- Created banner ads, micro sites and animated gifs for various campaigns
- Provided support to supervisor and magazine staff

FREELANCE PHOTOGRAPHER

2009-2015

- Executed print materials for a wide variety of advertising campaigns

ACADEMIC HISTORY

RYERSON UNIVERSITY

Film and Photography

CENTENNIAL COLLEGE

New Media Design