

# Dianne Dominguez

diannedominguez@hotmail.com | 310.728.0245

www.diannedominguez.com

## EXPERIENCE

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### Creative Director, Marketing

Palm, Inc - Sunnyvale, CA

2009-present (contract)

- Guide internal and external design teams in company-wide rebranding efforts including product packaging, collateral, user guides, retail displays, event planning, and website designs.
- Provide creative concepts for product and commercial photography initiatives.
- Work with mobile carriers and vendors to ensure that all marketing materials remain on-brand.

### Senior Visual Designer

Palm, Inc - Sunnyvale, CA

2006-2009

- Designed core user navigation models for the Palm® Pre™- awarded Best of CES, 2009.
- Designed mobile user interfaces via interaction flows, user scenarios and Flash-based prototypes.
- Assisted in usability testing and user experience analysis for products and software applications.
- Named as inventor on 5 patents for Palm products and user interface design features.

### UX/UI Designer

AOL Mobile - Seattle, WA

2005-2006 (contract)

- Designed and developed UI for mobile media player.
- Developed Flash-based, interactive prototypes to demonstrate and test usability.
- Created designs for retail product packaging.

### UX/UI Designer

Microsoft - Redmond, WA

2004-2005 (contract)

- Developed Flash-based, interactive prototypes for Windows Mobile & Embedded Devices.
- Planned, designed and documented software interaction and user scenarios for Smartphones.
- Worked collaboratively with Project Managers to define user experiences for Pocket MSN.
- Designed UI for Vista™ Mobile Sync, Mobile Media and Emergency Response applications.

### Assistant to Art Director

Wildseed - Kirkland, WA

2002-2004

- Designed posters, packaging, catalog advertisements, sales slicks, trade show booth designs, user manuals, kiosk displays and trade show presentations.
- Maintained corporate and WAP (mobile) websites. Enhanced website with Flash product demos.
- Coordinated pre-press work, including photo shoots, film production and press checks.
- Developed visual user interfaces, icons, games and animations for mobile applications.
- Designed artwork for SmartSkin™ Interactive Accessories.
- Managed freelance artists as necessary.

### Art Manager

PLEG - Campbell, CA

2001-2002

- Designed catalogs, sales materials and rich media trade show presentations.
- Strengthened company's advertising strategy by initiating design and delivery of e-newsletter, resulting in a 20% increase in monthly product sales.
- Developed and strengthened vendor relationships by providing custom e-marketing solutions.
- Worked as primary contact for Art Department, managing accounts and client relations.

### Senior Web Designer

Flashcards - Aliso Viejo, CA  
2000-2001

- Accountable for the design, support and overall maintenance of the Flashcards.com destination site, awarded Best of the Web by Forbes - July, 2000.
- Worked with senior sales and marketing executives to implement and manage company's advertising strategy, resulting in unique and successful rich media marketing solutions.
- Succeeded in achieving overall site traffic of 5 million monthly page views.
- Maintained client relationships - coordinating promotions and ensuring project completion.
- Managed both internal and freelance production artists and design teams.

### Senior UI Designer

General Systems - San Ramon, CA  
2000

- Conceptualized and developed user-interfaces for multiple e-commerce sites.
- Worked directly with marketing and public relations teams to develop unique corporate identity and product branding strategies for vertical markets.
- Implemented common user interface standards, system usability and design guidelines.
- Worked directly with web development team to integrate front-end UIs with databases.

### Web Designer

College Broadcast - Santa Monica, CA  
1999-2000

- Created highly interactive user interfaces with embedded streaming media content.
- Developed collateral and marketing materials to support the activities of the sales division.
- Produced graphic content for online advertising and promotions.
- Determined the look-and-feel of corporate web site. Implemented style guides.

### Assistant Webmaster

Acme Filmworks/AWN - Hollywood, CA  
1998-1999

- Assisted in the layout, design, and editing of Animation World Magazine - an online publication.
- Created graphics and web page layout designs for ongoing development of the AWN destination site and Acme Filmworks company web sites.

## E D U C A T I O N

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### LA Academy of Figurative Art

Van Nuys, CA  
2007-2009

Completed courses in Figure Drawing and Painting.

### Seattle Academy of Fine Art

Seattle, WA  
2002-2006

Classical Drawing/Painting Atelier, Oil Painting, Figure Sculpture and Analytical Drawing.

### The Evergreen State College

Olympia, WA  
1992-1996

Bachelor of Science - Major: Pre-Med, Minor: Art & Design.

### University of Washington

Seattle, WA  
1990-1991

Completed courses in Illustration and Mixed-Media Painting.