

ALLISON DIAZ

Visual Designer & Creative

A visual designer and creative based in Los Angeles! I With 4+ years of experience within the tech industry , I bring positive energy to my creations to cultivate inclusive, meaningful, and impacting design experiences.

Contact

(818) 389-1662

theallid@gmail.com

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Skills

Design

- Adobe Creative Cloud
- Figma
- Entertainment Design
- Illustration

Collaboration

- Gracenote
- Mediashuttle
- Airtable
- Slack
- Microsoft Teams
- Frame
- Basecamp

Languages

- English
- Spanish

Education

California State University, Northridge
B.A Communication Design
Minor in Psychology
2017-2021

References upon request

Work Experience

Designer, Editorial – Peacock (10/2021-Present)

- Assist the Senior Designer and Art Directors with creative requests such as custom creative for collections on platform, brainstorm marketing campaigns for new tiles launching on platform, and assist with creative tiles for upcoming Single Live Events/ Sports.
- Communicate with the Partner Operations team on ETA's for external art deliveries for upcoming titles.
- QA all artwork deliveries for titles launching on Peacock and resize assets as needed to fit our image specs.
- Optimize existing imagery workflows to improve cross functional communications and project performance.
- Train interns and new associates on image best practices, workflows, and assist with platform imagery requests from external partners.
- Brainstorm alongside the Senior Designer for creative strategies for key events on platform such as the Indy500 and Olympics/Paralympics.

Digital Art Coordinator – RLJ Entertainment (11/2020-10/2021)

- Managed and resized key art files in various spec sizes for SVOD clients.
- Created and optimized art assets for upcoming AcornTV titles for Apple, Gracenote, and the AMC+ app.
- Created banners and ads promoting upcoming AcornTV titles.

Visual Designer/Project Lead – IntersectLA (5/2020-12/2020)

- Develop illustrations, graphics, and manage social media on client projects.
- Analyze Google metrics on client sites and develop wireframes for upcoming project websites.
- Communicate with clients on project updates and task assignments to the team as needed.

Graphic Design Assistant – CSUN Student Marketing & Communications (2/2019-12/2020)

- Assist the Graphic Designer in creating content, presentations, and marketing materials for CSUN Student Outreach and Recruitment Department.