



INFO

Name

Diane Galvan

Location

Los Angeles &
Orange County

Phone

949.310.5366

Email

mail@dianegalvan.com

Portfolio

galvancreative.com

SKILLS

- Indesign
- Photoshop
- Lightroom
- Illustrator
- After Effects
- Premiere
- Acrobat
- Capture One
- Dreamweaver
- MS Office

HOBBIES

- Photography
- DJ/Music Production
- Guitar
- Leathercraft
- Cooking
- Dirtbikes/Motorcycles
- BMX/Cycling

EDUCATION

B.S. - Graphic Design

Art Institute of California- OC
2003 - 2006

WORK EXPERIENCE

Freelance Designer/Art Director

May 20' - Oct 21', Aug 23' - Current

Freelance graphic design services: Art Direction, photoshoot concepting, photography, layout design, logo design, digital design, social media content creation/strategy, web design layout, content creation, ecommerce based platforms (LightSpeed & Shopify) photo retouching, etc.

Creative Media Manager

Pelican Products Inc. / Oct '21 - Aug '23

Managed the brand's look and feel, all creative/graphic assets within the marketing and product departments. Directed and managed a team of in-house graphic designers, contracted photographers, videographers, and 3D Render artists. Directed and produced photo and video content for social media and global use for both consumer, commercial/government segments. Designed, layout and created assets for marketing campaigns- print & digital, product, tradeshow and retail. Developed new color collections for new product.

Art Director

Fox Racing / Jan '18 - May '20

Concept & Design; Created seasonal marketing campaigns, look and feel for the Motocross category. Worked with and managed projects with creative team producing ideas across all marketing channels which includes social media strategy, video, store displays, event/media activations, and other promotions in all categories - Motocross, Mountain Bike, Lifestyle/Clothing,. Layout and designed seasonal lookbooks, sales sheets, sales meeting presentation, signage, etc. Managed other tasks including retouching photography.

Freelance Designer

Skechers, Inc., Apparel Division / Dec '16 - Dec 17

Freelance graphic design services: Design /layout/internal Apparel sales books, trim packages- Heat transfers, logos, icons, hang tags, boxes and T-shirt graphics for Skechers apparel.

Creative Department Manager

Universal Press, Inc. / Jan '15 - Nov '16

Layout & design for clients, prepress files for print, and maintain creative asset data base on server.

Senior Graphic Designer

Fox Head, Inc. / Feb '07 - Aug '14

Concept & design/art direction: womens photoshoots; created seasonal campaigns/creative decks for handoff. Design/layout print advertising, consumer catalogs, clothing workbooks, lookbooks, event collateral, marketing/social media promos and planning, in store p.o.p. and tradeshow for Fox's lifestyle brands.

Art Department Manager

Avalon Pain Solutions, Inc. / Aug '04 - Jan '07

Provided designs for company stationery, designed & updated brochures, presentations and newsletters. Managed all art & photos assets.