



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
- Trello
- Click-Up

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

Creative Production Manager

YCB Media / Feb 24- Current

Led end-to-end management of advertising and marketing campaigns, ensuring timely delivery and alignment with client objectives. Coordinated cross-functional teams (designers, web developers, videographers, photographers and vendors) to execute creative deliverables. Managed project timelines, budgets, and resources, while adapting to shifting priorities. Measure project performance and progress throughout campaign execution. Acted as key liaison between clients and creative teams, translating client briefs into actionable tasks. Ensured high-quality standards and effective communication to maintain smooth workflow and deliver impactful campaigns.

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. Clients include Ariat, Billabong, Skechers Shoes & Apparel.

Creative Media Manager

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

Spearheaded creative media strategies for product marketing campaigns, enhancing brand awareness and customer engagement. Collaborated with designers, product managers, and sales teams to develop cohesive marketing content across digital, social media, and print platforms. Managed multimedia asset production, ensuring alignment with brand guidelines. Led the planning and execution of trade shows and events, creating engaging booth designs and promotional materials. Developed tailored marketing content for both consumer and commercial/government sectors. Contributed to strategic planning and storytelling for product launches, while supervising external vendors and creative agencies to ensure timely delivery of high-quality assets.

Art Director

Fox Racing / Jan '18 - May '20

Led the creative vision and execution of marketing campaigns across categories such as Motocross, Mountain Bike, and Lifestyle/Clothing. Directed photoshoots on location and photo studio, tasks including set design and product styling to enhance visual storytelling. Collaborated with cross-functional teams—including web, social media, and product teams—to develop visually engaging content for digital ads, social media, video, and print. Oversaw design projects, production timelines, and budgets, ensuring brand alignment and resonance with target audiences. Directed and mentored a team of designers while maintaining high creative standards. Expertise in Adobe Creative Suite and digital marketing.

Freelance Designer

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

Provided graphic design services for Skechers apparel, creating and laying out internal sales books, trim packages, heat transfers, logos, patterns, icons, hang tags, boxes, and T-shirt graphics. Created t-shirt lines based on existing shoe collections.

Creative Department Manager

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

Managed layout and design projects for clients, prepared prepress files for print, maintained creative assets on the server. Redesigned website and implemented optimized new online payment plan system.

Senior Graphic Designer

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

Conceptualized and directed art for women's photoshoots; developed seasonal campaigns and creative decks for handoff. Designed and laid out print advertising, consumer catalogs, clothing workbooks, lookbooks, event collateral, marketing and social media promotions, in-store point of purchase materials, and trade show displays 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 & photo assets.