

Diane Adote

Professional Summary

Digital Designer aspiring to be a Front-End Developer with experience in web and graphic design. Skilled in creating engaging content, enhancing website interfaces, and collaborating with teams to deliver cohesive brand experiences. Proficient in HTML, CSS, Photoshop, Illustrator, Figma, and passionate about design, fashion, photography, and traveling.

Experience

Web Designer | Ballard Designs 2024 - Current

Jr. Web Designer | Ballard Designs 2020 - 2024

- Designed and implemented 90+ creatives for the new DaVinci email tool, contributing to a 13.51% increase in revenue per send.
- Developed graphics for social media, affiliate marketing, and seasonal campaigns, enhancing brand visibility and aligning with marketing goals.
- Managed website updates, produced launch assets (banners, flyouts), and collaborated on redesigns to reduce bounce rates and optimize user experience.
- Collaborated across teams to maintain cohesive marketing campaigns, supporting the Marketing Team with innovative design solutions.
- Continuously researched design trends and competitor content to create fresh, innovative email designs and social media assets aligned with brand strategy.
- Created and coded content using Photoshop, Illustrator, HTML/CSS, Salesforce, and DaVinci Movable Ink, ensuring high-quality execution.

Graphic Design Intern | Mid - Atlantic Media 2019

- Designed and resized advertisements for print publications, reducing turnaround time.
- Created visually compelling layouts for Marina Life and Baltimore Style magazines.
- Assisted in photo shoots, contributing creative input for set design and capturing behind-the-scenes content.

Graphic Assistant (Student Activities) | Stevenson University
2018 - 2020

- Designed posters, logos, and promotional materials for university events.
- Supported event planning efforts by coordinating influencer outreach and booking studios.
- Developed digital content using Illustrator and Canva.

Contact

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Location: Atlanta, GA

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Education

Frontend Development for Designers Certificate

CareerFoundry | 2023

Bachelor of Art in Visual Communication Design

Fashion Design Minor

Stevenson University, MD | 2016 - 2020

Skills

Key Skills

- Web Design
- Graphic Design
- UX & UI Design
- Email Design
- Multitasking
- Time Management
- Adaptable

Programming Languages

- HTML
- CSS

Tools & Platforms

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Dreamweaver)
- Visual Studio Code
- GitHub
- Figma
- Wix
- Wordpress
- Salesforce
- DaVinci Movable Ink

Languages

- Fluent in French

