

Diane Adote

Professional Summary

Creative Developer with a background in web design and UI/UX, focused on high-performing homepage and email experiences for marketing campaigns. I combine visual design with responsive HTML/CSS and create social media graphics, while expanding my frontend skills in JavaScript and modern frameworks.

Experience

Web Designer | Ballard Designs 2024 - Current

Jr. Web Designer | Ballard Designs 2020 - 2024

- Designed high-performing email and web creatives, driving increased AOV and a 1.32% lift in conversion rate.
- Led major creative production for Black Friday campaigns, including homepage, email, landing page, and MMS assets.
- Developed automated and lifecycle email journeys (abandoned cart, re-engagement, at-risk, price drop), contributing to +127% growth in send volume and +64% increase in demand.
- Created personalized and cross-brand creative assets to improve engagement and streamline production.
- Ensured accuracy and consistency across web, email, and social platforms for all promotional campaigns.
- Designed homepage heroes, banners, and personalized content experiences to support key marketing initiatives.
- Strengthened technical skills through hands-on web and front-end development projects.

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

Email: dianeadote@gmail.com

Location: Atlanta, GA | Remote Preferred

Website: dianeadote.com

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

Education

Bachelor of Art in Visual Communication Design

Fashion Design Minor

Stevenson University, MD

Frontend Development for Designers Certificate

CareerFoundry

