

# DIANA BONILLA

## SENIOR ART DIRECTOR

Senior Art Director & Creative Lead with 8+ years of experience leading cross-functional creative initiatives across digital, email, paid media, retail and print for B2B and B2C. Proven ability to collaborate with research, strategy and sales teams to translate insights into effective creative. Experienced in managing budgets, timelines and high-volume workflows while delivering high-quality work in fast-paced environments.

---

**SAN JOSE, CA** | **469-601-0332** | **BNILLAD@GMAIL.COM** | **ARTBYBONILLA.COM**

---

### EDUCATION

#### **Certificate in User Experience Design**

The University of Texas at Austin | 2025

#### **Bachelor of Science in Advertising**

The University of Texas at Austin | 2017

#### **Business Foundations Certificate**

The University of Texas at Austin | 2016

### SKILLS

#### Creative Strategy & Direction

#### Digital Tools

*Adobe Creative Suite, Figma*

#### Photo/Video Art Direction

*PrePros, On-set Direction, Editing Workflows*

#### Packaging & Retail Design

*Dielines, Print-Ready File Prep, Press Checks*

#### Generative AI Tools

*Adobe Firefly, ChatGPT, Midjourney*

#### Presentation Development

*Keynote, Google Slides, PowerPoint*

#### Omnichannel Campaign Development

### LANGUAGES

#### English

Native

#### Spanish

Advanced

### EXPERIENCE

#### **Senior Art Director**

Augustine Agency | July 2018 - Present

- Lead end-to-end creative across email/eblasts, paid social, digital, web, retail and print, managing a high volume of projects under tight timelines.
- Collaborate closely with strategists, performance marketers and research teams to translate insights, testing learnings and campaign data into creative direction.
- Own project timelines, scopes and budgets, coordinating with clients, vendors and production partners to ensure efficient, on-time delivery.
- Direct photo and video shoots and oversee execution from concept through final delivery across channels.

#### **Graphic Designer**

The Sharma Group | September 2017 - September 2019

- Designed campaign creative for events, digital marketing, email and social, often under compressed timelines for real estate launches and live activations.
- Collaborated with marketing, production and leadership teams to align creative with strategic objectives and launch schedules.
- Art directed photography and video, working closely with editors and vendors to deliver polished, on-brand assets across channels.

#### **Graphic Designer**

ProSupps, LLC | October 2017 - May 2018

- Designed and maintained packaging systems across multiple product lines while adhering to FDA compliance and regulatory guidelines.
- Partnered with sales, marketing and product teams to support product launches, trade shows and promotional campaigns.
- Managed quick-turn creative requests across print, digital and experiential touchpoints.