



DIANA BONILLA

SENIOR ART DIRECTOR

Creative design leader with 8+ years of agency experience guiding integrated campaigns for CPG, retail and lifestyle brands. Skilled in concept-to-execution art direction, cross-channel storytelling and mentoring creative teams. Adept at connecting strategy with execution across digital, social, print and experiential. Passionate about building culturally resonant work that drives results.

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 Direction & Brand Identity

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

Campaign Storytelling

EXPERIENCE

Senior Art Director

Augustine Agency | July 2018 - Present

- Directed photo and video shoots, shaping lifestyle storytelling and ensuring cohesive visual identity across all platforms.
- Led omnichannel campaigns across social, digital, email, retail and web — including an Avocados From Mexico® program at H-E-B® that delivered +11.2% YoY unit lift and secured a 5-year retail partnership.
- Drove campaigns end-to-end for clients, ranging from packaging, retail displays and POS to vendor collaboration on dielines, proofs and press checks to ensure flawless execution.
- Mentored junior designers, providing feedback and elevating design craft across the team.

Graphic Designer

The Sharma Group | September 2017 - September 2019

- Designed event and campaign creative for real estate launches, conferences and outdoor activations.
- Art directed photography and video content, collaborating with editors to produce polished, multi-channel assets.
- Developed paid social media campaigns, aligning creative with brand voice to drive awareness and engagement.

Graphic Designer

ProSupps, LLC | October 2017 - May 2018

- Expanded supplement packaging design systems across multiple product lines, ensuring FDA compliance.
- Designed trade show displays, athlete promos and digital creative, strengthening product launches in the fitness space.
- Partnered with sales and marketing teams to align creative with go-to-market strategies.

LANGUAGES

English
Native

Spanish
Advanced