

DIANA BONILLA

SENIOR PACKAGING DESIGNER

Creative designer with 8+ years of experience delivering impactful branding, packaging and multi-channel campaigns. Skilled in preparing press-ready files, implementing dielines and ensuring consistency across multi-SKU product lines. Adept at collaborating with marketing, vendors and production teams to bring designs from concept to shelf with precision and scalability.

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

Adobe Creative Suite
Photoshop, Illustrator, InDesign, Acrobat

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

Packaging Design

Regulatory Awareness
USDA, FDA compliance

Art Direction for Photo & Video

Typography & Layout

Cross-platform Team Collaboration

Digital & Print Campaign Integration

Generative AI Tools
Adobe Firefly, ChatGPT, Midjourney

LANGUAGES

English
Native

Spanish
Advanced

EXPERIENCE

Senior Art Director

Augustine Agency | July 2018 - Present

- Delivered hundreds of packaging, print and digital assets annually while managing creative for 10+ client accounts across CPG, retail, B2B and travel sectors.
- Led an omnichannel promotion for Avocados From Mexico® at H-E-B®, driving a +11.2% unit lift YoY and securing an ongoing 5-year retail partnership.
- Prepared press-ready production files for packaging, POS and promotional print. Also, collaborated with vendors on proofs, dielines and press checks to guarantee flawless execution.

Graphic Designer

The Sharma Group | September 2017 - September 2019

- Produced print-ready assets under tight deadlines, including outdoor signage, banners, brochures and event materials for property launches and real estate conferences.
- Designed paid media campaigns and social content, ensuring alignment with client branding and messaging.
- Art directed photography and video production, collaborating with editors to deliver high-quality creative across channels.

Graphic Designer

ProSupps, LLC | October 2017 - May 2018

- Designed and expanded packaging across multiple product lines, managing dielines, new container formats and FDA-compliant labeling.
- Partnered with marketing, sales and social teams to create renders, social content, presentations and trade show banners supporting product launches and highlighting athletes.
- Produced press-ready files under tight deadlines, ensuring brand consistency and accuracy across packaging, print and digital deliverables.