

# Dianne Saumenig

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**Visit** <https://diannesaumenig.com>

## SKILLS & EXPERTISE

### Software

Adobe Creative Suite

(InDesign, Illustrator, Photoshop,

Dreamweaver, After Effects, XD)

Microsoft Office Suite

FontLab Studio

(working knowledge of Sketch & InVision)

### Design & Business

Art Direction

Print Design & Production

User Experience

Interactive Design

Design Research

Ideation

Creative Campaign Development

Project Management

## EDUCATION

### Master of Fine Arts

Graphic Design | 2012

Savannah College of Art and Design

Savannah, GA

### Bachelor of Science

Visual Communication Design | 2003

Stevenson University

Stevenson, MD

## EXHIBITIONS

### Hello, My Name Is...

The American Visionary Arts Museum

Baltimore, MD

### Infinitely Many Possibilities

The American Legion Ballroom

Savannah, GA

Creative professional with visual communication experience focused on user-centered strategy for clients ranging from single-proprietary brands to large corporations.

## PROFESSIONAL EXPERIENCE

### Lead Graphic Designer {2016 - Present}

Vectorworks, Inc. · Columbia, MD · <https://vectorworks.net>

- › Develop and articulate the brand visual language while ensuring brand consistency and driving user engagement.
- › Translate business objectives into clear, concise deliverables that span mediums from digital to experiential.
- › Efficiently manage workflow of design team in an agile environment and serve as a mentor to interns and junior designers.
- › Collaborate across internal and external teams to create memorable, strategic experiences across all consumer touch-points at a global scale.

### Graphic Designer II {2014 - 2016}

#### Graphic Designer (contract) {2013 - 2014}

Savannah College of Art and Design · Savannah, GA · <https://scad.edu>

- › Contributed to elevating the SCAD brand by producing compelling collateral that represented the university with both integrity and style.
- › Produced engaging deliverables for high-profile university events such as: SCAD's International Festival, SCADSEEN Gala, IE Annual Fund, Student Orientation, Savannah Film Festival, SCAD Commencement, and admissions recruitment.
- › Managed multiple jobs under extremely tight deadlines within a diverse team environment.

### Visual Communication Designer {2012-2013}

Thrive Consulting, LLC · Atlanta, GA · <https://thrivethinking.com>

- › Collaborated with design researchers and industrial designers to produce print and digital collateral based on the synthesis of various user research methods.
- › Created clear and compelling personas, journey maps, information architecture, presentation decks, charts & graphs, illustrations, diagrams, narratives and workshop posters for a wide variety of clients.
- › Assisted in writing and editing sales & marketing materials, case studies, digital content, promotional strategies and other brand-centric communication for the brand.

### Teaching Assistant {2011}

Savannah College of Art and Design · Savannah, GA · <https://scad.edu>

- › Assistant to Professor Sharokin Betgavargiz in her History of Graphic Design class for SCAD undergraduate graphic design students.
- › Presented lectures, in-class exercises and additional readings related to coursework and assisted students in the production of assignments.

### Senior Graphic Designer {2006-2010}

#### Graphic Designer {2004-2006}

Kelly & Associates Insurance Group, Inc. · Baltimore, MD · <http://kellyway.com>

- › Oversaw design and development of all corporate communications from concept to delivery including: corporate identity, brochures, stationery sets, invitations, communication packages for clients, web graphics, and newsletters.
- › Served as a mentor to interns and worked collaboratively with outside vendors and agencies.
- › Developed the company's inaugural corporate style guide and worked to maintain brand consistency both internally and externally.