Diana Russell

Diana@DianaRussellDesign.com ■ 408.234.2690

OVERVIEW

I specialize in art management, design, and production for books and corporate marketing communication materials.

Samples of my work can be viewed at dianarusselldesign.com.

My work includes compelling marketing collateral and training materials for high tech companies like Cisco, Sun, and Apple Computer, Better Homes & Gardens cookbooks, game manuals, business development and self-published memoirs.

I approach my work from an *informational design perspective* as my focus is to make information understandable and effective, yet attractive and interesting.

My background includes:

- Strong typographic skills focusing on clean and accessible design solutions
- Handling multiple projects, problem-solving, monitoring project budgets, and creating workflow processes
- Collaborating with authors, copywriters, editors, publishers, proofreaders, programmers, engineers, ad agencies, marketing, finance, sales, and human resource departments
- Hiring, training, and supervising designers, production artists, illustrators, models, and photographers (both in-house resources and outside freelance vendors)
- Documenting style guidelines and standards and creating DTP production templates
- Purchasing of digital prepress and printing (web, sheet fed, and packaging), press checking, color correction proofing, approval routing, and archiving of digital assets (photography, illustration, DTP files)

EXPERIENCE

1992 – present
Owner/Operator
Diana Russell Design
San Francisco Bay Area
Des Moines, IA

Design, Production, and Project Management Contractor
I provide design, production, and project management contracting services for publication and marketing materials including book, magazine, promotional, educational, training, event, and collateral materials.

Publishing—Book cover and interior page design and production for:

- *Holly Brady:* self-publishing specialist
- *Apress:* information technology computer books
- *Meredith Books:* cooking, entertainment, and trade books *(see 2006-2008 experience details)*
- *Peachpit Press:* graphic design and general computing books
- *The Planning Shop:* marketing and business trade books
- *Prima Games:* game strategy guides
- *Sybex/John Wiley & Sons:* game strategy guides and computer reference books

Marketing Communication—Branding, trade show materials, advertising, financial reports, direct mail, newsletters, packaging, signage, brochures, and presentations for:

- *Cisco Systems/Stratacom:* public relations materials
- *Eucalyptus Magazine:* advertising design and production
- *Latitude Communications:* sales tools and marketing collateral
- *National Semiconductor:* financial reports and marketing collateral
- *Octel Communications:* trade show materials and marketing collateral
- *Sun Microsystems:* channel marketing materials and HR/staff communication

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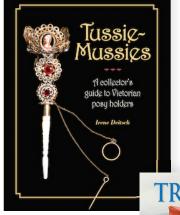|	
EXPERIENCE	*(continued)*
2006 – 2008 **Meredith Books** **Des Moines, IA**	**Graphic Design and Production Contractor (on-site)** *Responsibilities:* • Provided on-site design and production for book covers and interiors • Collaborated with design directors, publishers, and editors on all assigned books, ensuring projects were completed on time and in compliance with Meredith design, photography, illustration, prepress, and production/print guidelines *Titles include:* • *Entertainment:* Scholastic, Polly Pocket, various TV and movie tie-in books for TLC, Discovery Channel, Disney, DreamWorks, DC and Marvel Comics • *Cookbooks:* Better Homes & Gardens: Eat Well/Lose Weight, Rocco's Real Life Recipes, Family Circle Quick Cookies & Candies, Sandra Lee Semi-Homemade, Super Suppers • *Trade:* Miami Ink: Marked for Greatness, How to Marry a Fabulous Man, Shalom in the Home, Denzel Washington: A Hand to Guide Me, Susan G. Komen: Words for the Cure *Achievements:* • Saved thousands in custom photography costs due to my extensive experience in stock photo research
1988 – 1991 **Apple Computer** **Cupertino, CA**	**Art Director/Art Department Manager, Instructional Design Department** *Responsibilities:* • Hired and managed a staff of seven art directors, designers, and illustrators responsible for the conception, development, and creation of illustrations, book designs, covers, packaging, and graphic art for Apple product print documentation • Worked closely with authors, editorial, marketing, and user interface departments • Estimated and managed project costs to meet the budgets and milestones of the product development schedules • Extensive localization experience coordinating the implementation of new designs, page makeup software tools, and illustrations with international divisions *Achievements:* • Created entirely electronic print art department (book designs, page production, and illustrations), including pioneering work in the use of electronic color • Produced cost-effective design solutions, which resulted in large savings in printing costs • Key team member for the *Open Me First* project which produced a user-friendly, positive first experience for the setup and use of Macintosh computer hardware and software through documentation, packaging, and instructional design
EDUCATION	Bachelor of Arts Degree: University of California, Berkeley
SOFTWARE EXPERTISE	I have expert knowledge and experience with the following graphic design and management software applications for the Macintosh OS. Familiarity with PC and design for online. • Adobe Creative Suite (InDesign, Acrobat, Illustrator, and Photoshop) • Microsoft Office Suite (Word, PowerPoint, and Excel)

- 2017 Foreword Indie Awards—Bronze Winner for Adventure & Recreation
  —*True North: Hunting Fossils Under the Midnight Sun*

- 2016 Foreword Indie Awards—Bronze Winner for Crafts & Hobbies
  —*Tussie-Mussies: A collector's guide to Victorian posy holders*

- 2014 Publishing Professional's Network— Award Winner for Professional Trade
  —*Business Plan In A Day (Publisher: The Planning Shop)*

- 2011 Independent Book Publishers Association Benjamin Franklin Award for Excellence in Book Publishing—Gold Winner for Business & Career
  —*Successful Business Plan (Publisher: The Planning Shop)*

- 1990 International Technical Communications (ITC) Award, Excellence in publication design
  —*Apple Computer hardware and software documentation*

- 1990 Bookbuilders West Book Show Award Winner, All-electronic/desktop publishing
  —*Apple Computer hardware and software documentation*

Publishing Professionals Network

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