

# DIANA SONNE

Visual communicator skilled in cross-functional collaboration and program/project management to achieve desired outcomes. Possesses broad range of experience across in-house, agency, and direct client settings. Adept at combining creativity with exceptional attention to detail.

## EXPERIENCE

### **Communications Representative | Graphic Designer Pacific Gas and Electric Company, Oakland, CA | 2021-2026**

- Collaborated with over 15 departments and teams on graphics projects, brand strategy and management, ensured consistency with brand guidelines, and led three internal process improvement efforts.
- Served as both creative producer/project manager and designer for all projects.
- Executed a wide range of internal and external graphics projects, including company-wide events and annual recognition programs for 14 employee resource groups, conveying information to coworkers and customers creatively and effectively.

### **Graphic Designer | Circlepoint, Oakland, CA | 2014-2020**

- Implemented creative solutions for over 50 public agencies, utilities, and non-profits, including Caltrain and San Jose Water.
- Designed print and digital communications that were on-brand, on-message, and culturally appropriate.
- Successfully managed projects for multiple clients with competing deadlines, often 5-10 projects at a time.

### **Production Artist | Gap Inc., San Francisco, CA | 2014**

- Produced in-store/window signage and retail packaging/marketing collateral for Gap Global Outlet in North America and Europe.
- Partnered with translators to redesign signage and collateral in French and Italian for international stores.

### **Independent Graphic Designer | 2005-2014**

- Completed projects for clients in a variety of industries, five of which include electrical equipment, engineering, urban design/planning, education, and medicine.
- Created visual identities, business collateral, and marketing material for digital and print media.
- Drove and owned projects from initial concept to final delivery.

## SKILLS

### **Programs**

Adobe Creative Suite, Microsoft Office 365, Google Workspace, WordPress, Mailchimp, Asana, Canva

### **Languages**

Conversational Chinese

## EDUCATION

UC Berkeley Extension, Professional Sequence in Graphic Design

UC Berkeley, Master of City Planning

UC Irvine, B.A. Environmental Analysis

## VOLUNTEER

Yu Ming Charter School: Yearbook Committee (Chair 2017-18), Fundraising Committee

Presidio Knolls School: Yearbook Committee (Chair 2012-14)