

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)

- Produced annual yearbook - managed a team of 20 volunteers, created and edited submitted pages, and worked with publisher to ensure accurate, timely submission and delivery of printed books.