

DIANA SONNE

Visual communicator with broad range of experience across in-house, agency, and direct client settings. Skilled with cross-functional collaboration to achieve desired outcomes. 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 coworkers throughout the company on graphics communications, brand strategy and management, ensured consistency with brand guidelines, and led internal process improvement efforts
- Provided solutions to complicated communications challenges so that it can be understood by all audiences: decisionmakers, press, customers, and the general public
- Executed a wide range of internal and external graphics projects, from company events to recognition programs, conveying information to coworkers and customers creatively and effectively

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

- Implemented creative solutions for 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

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
- Redesigned signage and collateral in French and Italian for international stores

Independent Graphic Designer | 2005-2014

- Completed projects for clients in a variety of industries, including electrical equipment, engineering, architecture, 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 Suite, WordPress, Mailchimp, Asana

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)