

DIANA SONNE

Project/program manager skilled in cross-functional collaboration to achieve desired outcomes.
Possesses broad range of experience requiring exceptional attention to detail.

EXPERIENCE

Communications Representative | 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.
- Managed both operational and creative project elements in a complex, regulated, and matrixed organization.
- Successfully executed a wide range of internal and external graphics projects, including company-wide events and annual recognition programs for 14 employee resource groups.

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

- Implemented creative solutions for over 50 agencies and non-profits, including Caltrain and San Jose Water.
- Designed print and digital communications that were on-brand, on-message, and culturally appropriate.
- Managed 5-10 projects at a time for multiple clients, requiring ability to handle 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, taking projects from design to print.
- 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.
- Owned projects from concept to delivery, including visual identities, business collateral, and marketing material for digital and print.

Graphics Manager | Design, Community & Environment (now Placeworks), Berkeley, CA | 2004-2005

- Designed and produced report graphics, marketing material, and proposals.
- Managed redesign of company website, including compilation of extensive graphics and text data.

Senior Planner | San Mateo County Transit District/Caltrain, San Carlos, CA | 2001-2003

- Managed the Samtrans Long Range Strategic Plan from inception to completion, including proposal process and oversight of project scope, schedule, budget, and quality of deliverables.

SKILLS

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

Languages and Certifications: Mandarin Chinese (conversational); PMP Certification (in progress)

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 (2016-2024; Chair 2017-18), Fundraising Committee (2015-2024)

Presidio Knolls School: Yearbook Committee (2011-2015; Chair 2012-15)

- Produced 100-page annual yearbooks: 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.