

Diana Roen

Art Director, Designer & Artist

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Experience

Feb 2024 - Present

Creative Consulting

Art Director, Product & Web Contractor

San Francisco, CA

- Led the design of core app flows for a startup in stealth mode, from ideation to completion.
- Designed, sourced and integrated brand assets, ensuring alignment with overall brand strategy.
- Provided art direction on brand and key customer insights into product-market fit and customer engagement.
- Managed tight deadlines and shifting requirements, collaborating across teams to achieve project goals.

Feb 2022 - Aug 2023

Epic for Kids

Managing Art Director, Product & Site

San Francisco, CA

- Managed a team of designers in creating marketing assets, campaigns, and visual systems for site, product, social, and advertising; maintained brand standards for the US and global markets.
- Managed projects from strategy to completion while staying on schedule, overseeing a budget of \$500k+.
- Planned and art directed photo shoots, post-production, and asset management.
- Led the product team in redesign of book pages, enhancing subscriptions and SEO, resulting in a 2.5X improvement in account creation.
- Identified inconsistencies, collaborating with developers and the conversion team to implement updates and optimize the site, ensuring it adhered to brand standards and remained effective and user friendly.
- Oversaw 10 designers across brand, product, marketing, and originals teams; managed 2 direct reports including a direct report I promoted from Associate to Senior Visual Designer.
- Collaborated with founders, CEO, and cross-functional teams, including marketing, research, and finance, to craft compelling investor pitch decks.

Sept 2020 - Feb 2022

Epic for Kids

Visual Design Lead, Brand & Site

San Francisco, CA

- Owned the design and maintenance of the website. Optimized homepage and landing pages through redesign, resulting in over 2 million newly created consumer and educator accounts.
- Led the redesign of landing pages and ads for paid campaigns, resulting in a 25% increase in web sign-ups.
- Spearheaded strategy for brand redesign, art directing photo shoots and establishing usage guidelines.
- Built new design system components, resulting in evolved brand identity that increased brand awareness.
- Optimized customer journey flows and tested new designs, increasing conversion rates by 28%.
- Art directed and designed emails, social ad campaigns, banners, landing pages, promotions, and animations.
- Played a key role in driving Epic's growth into the world's largest reading platform for kids, engaging 75 million readers who consume over 1 billion books annually, ultimately leading to a successful acquisition.

Feb 2018 - Sept 2020

Epic for Kids

Senior Visual Designer, Marketing, Brand & Originals

San Francisco, CA

- Led design collaborations with partners like, Facebook, National Geographic, Sesame Street, and NBC/Olympics.
- Elevated user engagement by crafting in-app pages, promotions and emails, resulting in the Originals team's remarkable achievement of over 400 million reads and substantial cost savings in revenue share.

May 2016 - Jan 2018

FabKids

Graphic & Visual Designer

San Francisco, CA

- Designed various digital and print assets, contributing to a 20% increase in user engagement.
- Coordinated and executed photo shoots, overseeing planning, production and styling.
- Designed the "We Believe" campaign, boosting conversions and revenue by promoting local nonprofits.

Oct 2015 - April 2016

Pottery Barn

Graphic & Visual Designer

San Francisco, CA

- Created style guidelines that optimized production workflow, resulting in 30% faster turnaround times.
- Retouched photos and designed advertisements, generating higher in-store foot traffic and revenue.
- Collaborated with designers, managers, and the Vice President to layout catalog in InDesign.

May 2014-May 2015

LinkUp/JobDig

Visual Designer

Minneapolis, MN

- Designed advertisements & infographics for email campaigns.
- QA tested iOS app.
- Designed layout of weekly email sent to 22,000 HR professionals.
- Designed cards, labels & envelopes.
- Distilled job market data to concise designs & distributed to potential clients, which resulted in new customer acquisition.
- Designed layout of weekly paper distributed to 4,700 locations.

Nov 2013-Feb 2014

Wunderman

Production Artist

Minneapolis, MN

*TEMPORARY
POSITION*

- Responsible for the creation of the Best Buy print insert, the number one consumer electronic periodical in the country, distributed at over 1,000 locations.
- Designed weekly promotions for in-store use.
- Worked in an agency environment under extremely tight deadlines.

Nov 2013-Jan 2014

Jabber Logic

Graphic Designer

Minneapolis, MN

- Designed logo & brand standards for re-brand of start-up advertising agency.
- Curated typography & color palette.

March-May 2013

Radio1190

Digital Designer/UX/UI Specialist

Boulder, CO

- Created icons & layouts for iPhone application to enhance UX/UI, resulting in increased user satisfaction evident in the 5-star rating in the app store.
- Created wireframes.
- Worked collaboratively with lead iOS engineer.

Jan-April 2013

Joshua Horwitz of Waterford Life Sciences

Digital Designer

Washington, DC

- Designed Medical Advocacy deck that Mr. Horwitz presented to Merck Pharmaceutical Company.
- Conducted & organized research on various organizations at Merck's request.

May-Dec 2012

Sir Richard's Condom Company

Designer & Photographer
Boulder, CO

- Designed advertisements for print, presentations & websites, including web banners, catalog ads, digital booklet, infographics, calendar, signs for events & retail stores.
- Developed Vintage shirt brand with TDA_Boulder.
- Photographed over 20 events including fundraisers, parties, concerts & protests.
- Edited, tagged, described & posted albums to social media.
- Included photography in promotional, marketing material.

Education

Aug 2008 - Dec 2012

University of Colorado, B.A.

Boulder, CO

Major: Art & Art History
Minor: Technology, Arts and Media (TAM)

July 2007-Aug 2007

Pratt Institute

Brooklyn, NY

Pre-College Summer Program, Fine/Studio Arts

Additional Information

DESIGN TOOLS

Figma

Photoshop

InDesign

Illustrator

Sketch

Keynote

PowerPoint

Adobe Creative Cloud

Midjourney

Figma Make

Nano Banana

Google Veo

Claude

SKILLS

Web Design

Art Direction

Creative Strategy

Product Design

Creative Direction

Branding

Marketing

Design Systems

A/B Testing

Cross-functional Leadership

Brand Strategy

Campaign Development

LEADERSHIP

- Oversaw 10 designers across brand, product, marketing, and originals at Epic
- Managed 2 direct reports; promoted one from Associate to Senior Visual Designer
- Collaborated directly with the CEO and founders on brand strategy, investor materials, and company-wide creative direction
- Led cross-functional initiatives with marketing, product, engineering, and finance
- Managed external vendors, photographers, illustrators, and agency partners
- Contributed to hiring and onboarding of designers on brand and product teams