



DIANA HOBSTETTER

Art Director / Web & Print Designer / User Experience (UX) Architect / Branding, Marketing & Social Media Strategist

Skills

- Designs websites, branding logos, print materials
- Develops & builds user experience through site structure and navigation
- Creates and advises on marketing, social media, and online presence
- Develops and designs resumes
- Works with Adobe CS5.5: Dreamweaver, Photoshop, Illustrator, Flash, Contribute, InDesign
- Works with Wordpress site creation environment

Statement

I love to develop ways to present my clients to the world in a way that effectively communicates who they are and what they do, whether through websites and promotional materials, resumes, or social networking sites. I utilize my visual art skills to create a pleasing look and feel in all designs. I bring my innate organizational skills to user experience architecture of sites, providing clear and effective communication in site structure and navigation. I value the importance of social media outlets and can set up and advise clients to utilize them effectively.

Website Highlights

Michael Steinhardt Judaica Collection, Private Collection Designed & created site. Worked with Richard Grossman, who delivered database capabilities for showing artworks.	2012
A Home Away From Home, Senior Care Referral Service (www.AHomeAwayFromHome.com) Created new website design to improve the look and feel of their pre-existing site.	2011
Carolyn Applegate, Artist (www.CApplegate.com) Originally created HTML portfolio website in 2003, and converted site to WordPress site in 2011 to provide easy access for the client to update their own site.	2003 & 2011
Stanley R. Hoffman Associates, Urban Economics, Financial Consultants (www.StanleyRHoffman.com) Designed & created website including Flash animations and implemented Contribute to allow staff to update site.	2009-2010
Beth Shir Shalom, Jewish temple Designed their first brochure-style website in 1999, and maintained the site updating newsletters, photo albums and more. Redesigned the look and structure of the site in 2005 adding Flash animations and music players, as well as setting up Contribute enabling staff to update the content of the site without changing the design.	1999-2010
Mrs. Hobbs, Musician (www.MrsHobbs.com) & Ketchup Soup, Band (www.KetchupSoupBand.com) Created the branding, designed CD album covers & show flyers. Utilized social network sites like Facebook, YouTube, SoundCloud, RootsMusic/BandPage. Site creation including Flash music players, and forwarding website via Flavors.me, directing viewers to social media sites.	2005-2012
Aunt Gussie's Cookies and Crackers, Cookies & crackers company Designed & created site. Worked with Richard Grossman, who delivered e-commerce capabilities.	2003-2004

KABC TV (Los Angeles) & KGO TV (San Francisco), Television stations

1999-2001

Designed & created 8 promotional contest websites for ABC TV and their business sponsors.

- Lincoln Dralion Sweepstakes (KABC, KGO)
- Paris-Las Vegas Sweepstakes (KABC)
- Carl's Jr. Sweepstakes (KABC)
- Mercury Sable Sweepstakes (KABC)
- Chevron Autopia Sweepstakes (KABC, KGO)
- Monday Night Live Sports Trivia Sweepstakes (KABC, 16 versions with different questions each week)

Naked Juice, Fresh juice company, division of Chiquita

1998-2001

Designed look of site; part of team developing site structure; maintained site for 4 years, including monthly magazine & product updates. Liased with design company responsible for product branding materials to ensure consistency between print and web presence. Special projects included:

- **Naked Juice Light Process Juices**
Created Flash animation to promote juice processing system
- **Naked Juice Summer Contest Sweepstakes**
Created mini-site to promote Naked Juice/Star 98/BareNaked Ladies sweepstake

E!Online, Television and website company

1999

Designed & created promotional contest site: E!Online – Neiman Marcus: Celebrity Hotspots in Italy.

Tech III, Inc., Software development and IT company

1997-2006

Designed several special purpose sites including: Take Control of Your Business, Fancy Office, CyberVenice.

Diana Hobstetter, Artist

1997-2006

Designed and created various websites to promote art career and projects, including:

Diana Hobstetter, A People Palette, Lemon Yoga, Memory Maps Art, Mommy!Mommy!Mommy!

Logo, Branding, & Print**Stephen Fife & Cune Press, Writer & Book Publisher**

2004

Designed book jacket, promotional postcard, website for the book, "Best Revenge".

Yoga Everywhere, Yoga teacher

2001-2004

Branding: Designed logo & website.

A-Plus Maintenance, Maintenance company

2004

Designed logo, business cards & website.

Second Street Design Studio, Design company

2005

Branding: logo design, business cards, website.

Tech III, Inc., Software development and IT company

1997-2006

Logo design and stationary.

Multi-postcard marketing campaign; designed 10 related cards.

Education History

- Design seminars**, Los Angeles, CA and environs 1998-2012
Multiple seminars in Photoshop, Dreamweaver, and Flash to continue to improve design skills.
- Open Studio: Artists Online**, Los Angeles, CA 1997
Program funded by the National Endowment of the Arts to teach artists to develop web sites.
- Bowdoin College**, Brunswick, ME 1982-1986
BA in Fine Arts. Graduated Cum Laude. Included a semester at Syracuse University, London, England.

Other Work & Experience

- Mrs. Hobbs & Ketchup Soup** 2005-2012
Singer & Accordionist, Songwriter/Composer, Theatrical Director, Event Producer.
- Booked & performed at over 100 shows
 - Produced several Accordion Babes Revue shows, bringing in up to 17 bands for events
 - Produced photography and song for inclusion in the Accordion Babes Pinup Calendar
 - Created, performed, & produced the theatrical show "Chimera", working with musicians, dancers, puppeteers & performance artists
 - Recorded songs and released them via CD, CDBaby, & iTunes
 - Created music videos, released on YouTube
 - Created branding logo, websites, social media pages, email newsletters, etc.
- Arts Program Coordinator** 2006-2010
Organized and implemented an annual elementary school art program that included workshops, an exhibition, and award ceremony.
- Art Administrator** 1987-1993
Worked in London at The Arts Council of Great Britain, The Royal Academy of Art, and the Angela Flowers Gallery.
Co-founder of an artist cooperative in France.
- Visual Artist** 1987-2005
Created & exhibited artwork.