

Diana Bañuelos

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Creative Director / Senior Brand Designer

Brand Systems • Visual Identity • Scalable Omnichannel Design Leadership

Hands-on Creative Director & Brand Leader with 20+ years of experience leading beauty, wellness, lifestyle, and luxury brands through global identity systems, campaigns, and omnichannel execution. Known for translating strategy into clear, scalable visual systems while leading and developing creative teams, including hiring, performance reviews, and mentorship. Collaborative, detail-driven, and deeply invested in craft and cohesion.

EDUCATION:



LOYOLA MARYMOUNT UNIVERSITY, Los Angeles, CA.

*Bachelor of Arts from the College of Communication and Fine Arts
in Studio Art, Computer Graphics Emphasis; Minor in Art History*

CORE COMPETENCIES

Creative Direction & Brand Vision | Brand Identity & Design Systems | Visual Storytelling & Campaign Concepting | Color & Brand Guidelines | Photography & Video Direction | Digital Design (Web, Email, Social, E-Commerce) | Retail & Visual Merchandising | Team Leadership & Cross-Functional Collab | Asset Management & Global Rollouts

EXPERIENCE:

➤ **CREATIVE DIRECTOR / SR. BRAND DESIGNER**, *Creative Productions, Integrated Agency*

Long Beach, California | Remote with travel | 2024 ~ Present

- Led creative direction and hands-on design for brand refreshes and multi-channel marketing initiatives across cultural and luxury clients.
- Developed flexible brand identity systems, messaging architecture, and scalable marketing assets across print, digital, and experiential.
- Directed visual storytelling, key art, and creative execution in collaboration with cross-functional teams.
- Ensured consistency, quality, and brand alignment across multi-channel deliverables supporting events, programs, outreach and fundraising.

➤ **SR. DESIGNER / INTERIM CREATIVE DIRECTOR**, *Galderma → Alchemee, LLC. → Taro Pharma*

Santa Monica, California → Hawthorne, New York | Hybrid → Remote | 2021 – 2023 → 2025

- Provided ongoing creative direction equivalent to a Creative Director role, leading brand vision, campaigns, packaging systems, and global asset rollouts.
- Led and mentored designers and external partners, overseeing creative quality and execution across channels.
- Spearheaded brand identity and design system development for multiple skincare brands and sub-brands, including Proactiv Clean and Proactiv Sun.

- Designed logos, color systems, typography, packaging artwork, and print mechanicals for national and international retail, including Canada, Japan, and EU/UK.
- Developed scalable visual systems used across packaging, e-commerce, paid media, retail merchandising, and experiential touchpoints.
- Collaborated closely with Brand Marketing, New Product Development, International, Regulatory, Legal, and E-Commerce teams to ensure accuracy, compliance, and consistency across 100+ SKUs.
- Directed product and campaign photography, created shot lists, reviewed selects, and managed retouching and 3D rendering vendors.
- Built and maintained Global Asset Menus (GAMs) to centralize current brand and campaign assets, ensuring company-wide alignment and efficiencies across internal, affiliate, and international teams.
- Contributed to a global Proactiv rebrand supporting \$125M+ in annual sales.
- Zits Happen launch exceeded sales goals (\$295K vs \$282K), earned a Women's Health Best Pimple Patch Award, and achieved a 40% engagement lift.

➤ **SR. DESIGNER / DESIGN DIRECTOR, Various Integrated Marketing Agencies**

Long Beach, California | Hybrid → Remote | 2011 – 2020

- Created integrated campaigns and visual systems for lifestyle, retail, and cultural brands including Disney, Metrolink, and Murad, spanning digital, social, print, and experiential channels.
- Partnered with copywriters, strategists, and marketing teams to develop 360° concepts and omnichannel toolkits supporting large-scale product launches and co-branded promotions across national markets.
- Executed high-volume digital, print, social, email, and experiential assets within established brand systems, ensuring consistency and quality across touchpoints.
- Mentored junior designers and contributed to client presentations, and concept development
- Developed integrated digital and print campaigns for Tier 1 automotive brands including Honda, Toyota, Hyundai, and Lexus, as well as Tier 3 dealership networks for Porsche, Audi, and Ford, delivering consistent, luxury-aligned storytelling across web, social, and dealer channels.

TOOLS: _____

FLUENT: *Adobe Creative Cloud: (Photoshop, Illustrator, InDesign, Bridge, Acrobat, XD, Firefly, Figma, Sketch, Pacdora, Microsoft Office Suite: (Word, Excel, Power Point, Sharepoint, Teams)*



WORKING KNOWLEDGE: *After Effects, Premiere, InVision, Workfront, Jira, Asana, Mailchimp*



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portfolio*

AWARDS: _____

- 16 – *Hermes Creative Awards*
- 5 – *Communicator Awards*
- 4 – *AVA Digital Awards*
- 3 – *Media Achievement Awards*
- 2 – *Summit, (MEA) Awards*
- 9 – *Telly Awards*
- 8 – *MarCom Awards*
- 4 – *W3 Awards*
- 1 – *Webby Award*
- 1 – *Davey Award*

50+
Industry

