



**P. 817.614.3271**  
**E. info@dianaselman.com**

## EDUCATION

### **MFA Graphic Design Candidate GPA 3.96**

**Projected Graduation Spring 2016**

Savannah College of Art and Design, 342 Bull Street, Savannah, GA 31402

- UX Theory & UX Methodologies
- Website Design & Management
- Integrated Design Media
- Media Theory & Practice
- Typographic Strategy & Practice
- Design Methodologies & Practice
- Typographic Communication
- Social Awareness Design

### **Graduate Student Pedagogy Certification**

**August 2014**

Koehler Center, Texas Christian University, Sid Richardson Suite 501, Fort Worth, TX 76129

### **BFA Graphic Design** Magna Cum Laude

**May 2012**

Texas Christian University, 2800 S. University Drive, Fort Worth, TX 76129

## SOFTWARE PROFICIENCIES

**Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Dreamweaver, AfterEffects, PremierePro), HTML/CSS, WordPress, AutoCAD, Strata3D, Salesforce, Microsoft Office**

## TEACHING EXPERIENCE

### **Adjunct Faculty of Graphic Design**

**August 2015–December 2015**

Texas Christian University, 2800 S. University Drive, Fort Worth, TX 76129

#### Introduction to Visual Communication

- Instructed students in the Visual Communication discipline
- Provided learning activities to stimulate student involvement and encourage critical thinking
- Organized syllabus, coursework, and other support material for classroom lectures and activities
- Assessed students' performance and filed grades
- Maintained office hours to assist students

#### Typography I

- Instructed students in Typography
- Provided learning activities to stimulate student involvement and encourage critical thinking
- Organized coursework, and other support material for classroom lectures and activities
- Assessed students' performance and filed grades
- Maintained office hours to assist students

## PROFESSIONAL EXPERIENCE

### **Creative/Marketing Director**

**February 2013–December 2015**

THUMBTECHS Corporation, 201 S. Main Street, Fort Worth, TX 76104

- Developed and deployed brand standards for web, print, advertising, and internal communications
- Worked with all department leadership staff to carry out brand consistency
- Delivered comprehensive marketing plans with fully integrated tactics to include advertising, digital, and consumer-facing PR
- Oversaw and integrated content across various social media outlets
- Developed and deployed marketing budget on a yearly basis
- Assessed effectiveness of marketing initiatives and investments through weekly reports of analytics and performance
- Identified and utilized opportunities to build client base
- Conceptualized and designed advertising campaigns, and marketing materials
- Developed content for newsletters, blogs, and client emails



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**PROFESSIONAL  
EXPERIENCE**

**Owner/Creative Director**

**February 2013–Present**

DCS Creative

Client List

- AIDS Outreach Center
- Bob Jones Nature Center
- Bras For A Cause - Promises of Tomorrow
- Fort Worth Botanic Gardens
- Girl Scouts of Texas Oklahoma Plains
- Hope Center for Autism
- I Will Work - Leadership Fort Worth
- KellerWilliams Realty
- Tarrant County Samaritan House
- Texas Christian University College of Education

**Graphic Designer**

**June 2011–Present**

Texas Christian University - Student Affairs Marketing

- Conceptualized and designed various campaigns, and marketing materials including banners, poster, email graphics, and web graphics
- Designed WordPress sites for Student Affairs Marketing and its departments
- Worked with department leadership to carry out brand standards across multiple platforms

**Graphic Designer**

**June 2012–February 2013**

SullivanPerkins, 2811 McKinney Avenue, Dallas, TX 75204

- Conceptualized, developed, and designed various print, web, identity, and advertisements per client needs
- Proposed creative concepts for potential and new projects
- Attended client meetings and present creative materials
- Managed projects to strategy, scope of work, and deadline
- Worked with print vendors on pre-press and other production requirements as needed

**Designer**

**May 2011–August 2011**

Skyline DFW Exhibits and Events, 525 113th Street, Arlington, TX 76011

- Designed CAD's of exhibit booth for clients
- Created 3-D renderings of booths
- Designed tradeshow banners
- Proofed images for client displays
- Attended weekly staff meetings and report status of existing jobs

**Visual Editor**

**August 2010–January 2011**

Image Magazine, Texas Christian University

- Conceptualized and designed layout of magazine spreads
- Proofed images and spreads according to layout
- Created illustrations as needed for editorial spreads

**Visual Designer**

**November 2008–August 2011**

Floor & Decor Outlets of America, 2540 E Pioneer Pkwy, Arlington, TX 76010

- Created and designed in-store Point-of-Purchase (POP) displays
- Oversaw installation of flooring displays and POPs
- Instructed weekly classes on flooring installation
- Met with customers to determine preferences, purpose, function, types of materials and budget
- Created and designed flooring layouts for customers



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**AWARDS/ACADEMIC  
ACHIEVEMENTS**

{ Savannah College of Art and Design Academic Scholarship  
Creative Summit 26 2012 Award of Excellence  
CrossTalk 2012 Award of Excellence  
TCU Honors Artists & Designers Exhibition  
CrossTalk 2011 Award of Excellence  
TCU Scholars List  
TCU Dean's List  
TCU Academic Transfer Scholarship

**COMMUNITY  
INVOLVEMENT**

{ Dallas Society of Visual Communicators Member  
AIGA Member  
The Center for Transforming Lives formerly known as YWCA Tarrant County - Board Member  
Bras For A Cause - Marketing Chair  
Fort Worth Botanic Gardens - Marketing Committee  
Girl Scouts Desserts First - Marketing Chair  
Salvation Army  
Samaritan House  
Mission of Arlington

**TCU CAMPUS  
INVOLVEMENT**

{ Substitute Instructor - Typography II  
Panel Member - Graphic Design Senior Thesis 2014  
Panel Member - Graphic Design Senior Thesis 2013