

# DIANA HAAS

CREATIVE DIRECTOR

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## ABOUT

Client-focused leader, providing artistic direction and creative solutions to print and digital projects. Successful track record of creating content that tells a story, engages and informs the consumer and drives behavior. Critical thinker, pinpointing client business requirements and delivering projects within budget and deadline. Collaborative communicator, building consensus with clients, colleagues, and vendors. Skilled at using humor in building successful, enjoyable, and best possible creative work environments.

## EXPERTISE

- Content Marketing
- Branding
- Team Development
- Client Engagement
- Typography & Design
- Extensive on-set photo shoot experience
- Adobe Creative Suite

## PROFESSIONAL EXPERIENCE

### Manifest Digital, McMurry/TMG, New York, NY

#### Creative Director 2011 - 2016

Directed art, photo, and freelance teams in New York City and Saratoga Springs. Led creative teams and worked closely with clients to deliver wide range of digital and print projects.

- Managed the creative for high-net-worth accounts, including JW Marriott, Marriott Global, Charles Schwab, State Street Global Advisors, and Nationwide, building trusted working relationships with key stakeholders, overseeing art projects to completion, and ensuring delivery.
- Selected as creative lead on numerous new business pitches with a high acquisition success rate.

### Time Inc. Content Solutions, New York, NY

#### Design Director 2005 - 2009

Managed and executed creative projects for high-value portfolio of accounts, including AT&T, AT&T Wireless, Vera Bradley, National Parks Foundation, TD Ameritrade, Geico, Putnum Financial, and American Bible Society.

- Expanded the AT&T business from a quarterly lifestyle magazine to multiple various marketing assets.
- Successful creative lead on new business pitches including multiple lifestyle and financial campaigns.

## ADDITIONAL RELEVANT EXPERIENCE

### Hachette Custom Publishing

#### Art Director March 2004 - November 2004

- Clients included Altria, Purina. Managed art and photo team. Executed redesign of publication and created prototypes for new business pitches.

### This Old House Magazine, Time Inc.

#### Creative Director 1997 - 2002 Senior Art Director 1995 - 1997

- Hired to work on start up of the magazine, promoted to Creative Director
- Increased circulation and newstand sales.
- Expanded the publishing brand through numerous SIP's and book projects
- Managed art, photo and freelance teams.

### GQ Magazine, Conde Nast Publications

#### Associate Art Director 1988 - 1995

- Hired as art assistant, promoted to Associate AD in 1989.
- Selected to collaborate with the Creative Director to redesign the publication
- Worked with top notch creative talent to produce award winning, applauded imagery for the magazine.

### Lord & Taylor Catalog

#### Graphic Designer / Still Life Stylist 1987 - 1988

- Worked on-set with various photographers and other talent to create a unique look for each book, with special consideration for the brand.

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## AWARDS

### Society of Publication Designers

Gold, Silver, Bronze and Merit in Design, Photography, and Illustration

### Pearl Awards

Design and Photography

### ASME (American Society of Magazine Editors)

General Excellence

## LECTURES AND AFFILIATIONS

### Judge

SPD annual design competition

### Student Portfolio Lecture

International Center of Photography

### AIGA

Member

## EDUCATION

School of Visual Arts New York, NY  
**Graphic Design & Photography**

Curry College Milton, MA

**BA Communication Arts**

## FREELANCE PROJECTS

**American Express Publishing Custom Solutions** Art Director

**Chic Simple Magazine | Hearst Corporation** Art Director

**New York Times Magazine** Art Director

**Vanity Fair Magazine** Art Director

**Taunton Press** Art Director - Special Issues

### Mary Ellen Mark | Falkland Road

Website Design/Book & Project Poster Designer

**Greene House Studio** Film Title & Package Designer

**Cohn + Company** Mercedes Benz GST Film Pitch

**American Photography 9** Graphic Designer