

SANDRA DIAZ

ART DIRECTOR & DESIGNER

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EDUCATION
ILLUSTRATION + GRAPHIC DESIGN
RINGLING COLLEGE OF ART &
DESIGN '09

BILINGUAL
ENGLISH + SPANISH

SOFTWARE
FINAL CUT PRO X
AFTER EFFECTS
WORDPRESS
PHOTOSHOP
ILLUSTRATOR
DREAMWEAVER
PREMIERE
INDESIGN
ENCORE
OMNIGRAFFLE
LIGHTROOM
PROCREATE

VOLUNTEER
AMAZON ARTWALK COMMITTEE
CASA NAZARET ORFANATO
PUERTO RICO WE CARE
STYLE SAVES
WIGS & WISHES
MOVING DAY
DWELL WITH DIGNITY

AWARDS
BRONZE TELLY AWARD
PUBLIC SERVICE CATEGORY 2011
VERIZON WIRELESS MURAL CONTEST
EL ORGULLO DE NUESTRA
HERENCIA HISPANA 2010

EXPERIENCES

ART DIRECTOR, AMAZON PRIME VIDEO MEXICO | MAY 2018 - PRESENT

- Launched Prime Video Channels (PVC) in Mexico, giving Prime customers access to 12 channel subscriptions & 9 linear feeds. They include HBO (5 linear feeds), MGM, Starzplay, Paramount +, Noggin, Pongalo, TV Azteca (4 linear feeds), Love Nature, Cbeebies, Acorn TV, & Cartoon Network Ja. PVC MX Channels outperformed launch expectations, beating at +148k paid subscriptions, +340.6k paid subscribers, & +\$2.0M revenue. PVC Mexico launch outperformed all other locales at 5.4% penetration rate (CA: 0.8% & US: 0.4%) one of the most successful PV territory service level launches.
- Lead design & direction alongside a global Creative team, Site Merchandisers, Project Managers as well as Studio Partners & external agencies to execute a high volume of content for launch through steady state as a Full Stack Designer.
- Lead Art Direction on video Marketing PVC Mexico campaigns reels with 9.8MM (30s cut) impressions innovative 3.7MM (10s cut) from gathering video assets from studios, storyboards, revision feedback, & studio partner approvals.
- Brought Prime Video Channels (PVC) Canada into steady state while preparing to launch PVC Mexico.

SENIOR VISUAL DESIGNER, AMAZON INC. MERCH BY AMAZON | JULY 2017 - MAY 2018

- Collaborated & consulted with over 10 major brands & influencers on their creative strategies for merchandise apparel. Partners included Amazon Studios, Cartoon Network, TBS, Neil DeGrasse Tyson, Hannah Hart, Shane Dawson
- Launched Merch by Amazon's first-ever private label brand, Celebrate 365, focused on key holidays & seasonality. Deliverables included researching customer demographics, creating mood boards, & publishing across five product types (hoodies, long-sleeved shirts, crewnecks, T-shirts, & PopSockets) sold in both US & International Marketplaces.
- Lead presentation designer for the Keynote Presentation Deck to be used for Amazon's Merch Collab announcement, presented at Licensing Expo & Amazon Merch Keynote presentation at VidCON Los Angeles 2018.
- Art directed & managed an external agency to produce the Merch Collab promotional live-action video, presented at VidCON
- Leverage keyword & search data to assist in developing customer-obsessed designs for Private Label Brands.
- Produced video to educate sellers on the Merch by Amazon content policy, which reached over 200k content creators.

LEAD VIDEO EDITOR, COLORTRAK | APRIL 2016 - JUNE 2017

- Lead Video Editor & producer of video marketing campaigns demonstrating how to use Colortrak® products in collaboration with Colortrak® Ambassadors & Cosmoprof®, Moderns Salon, Beauty Launch Pad, Sally Beauty® & Sally Beauty Mexico®.
- Created over 60 tutorial videos, top tutorials reaching an average of 300k views per video, following a design marketing content calendar based on seasonal, industry, & editorial content in collaboration with influencers & stylists.
- Led Wordpress Developer rebranding, Bettydain.com & Colortrak.com, assuring it was mobile responsive.
- Successfully grew social media presence for Colortrak® channels by 120% & implemented brand ambassador programs to generate brand awareness & earn consumer trust in new innovate beauty products.
- Designed environmental show booths, both domestic & international, including LBP Ideologue 2016 New York, IBS New York, American Beauty Show, & the International Salon & Spa Expo.

ART DIRECTOR, INTERNATIONAL DESIGNS CORPORATION | APRIL 2013 - APRIL 2016

- Lead Art Director for Hotheads®, Hotheads® Brasil, Hairtalk® Netherlands, Hairtalk® France, & Martino by Martino Cartier.
- Led Art Direction instructional hair tutorials for national campaign ads in Modern Salon & Beauty Launchpad Magazine.
- Established an Ambassador Program collaborating with Celebrity Stylist & Local Fashion Bloggers to create native beauty tutorials that reached on average 197k customers per video, resulting in a sales increase of 45% for the featured products.
- Led UI/UX Web Development of Hotheads® & Hairtalk® Netherlands website using modern responsive through Wordpress.
- Lead designer on Trade Show booths designed for Hairtalk® USA at IBS New York, American Beauty Show, International Salon & Spa Expo, Luxury Brand Partners Ideologue Front Row Miami, & Luxury Brand Partners Front Row New York.
- Produced marketing print & digital campaign ads in Modern Salon Magazine & Beauty Launchpad Magazine.

DESIGN, WEB & MOTION; MIAMI-DADE COUNTY GOVERNMENT | MAY 2009 - SEPT 2013

- Focused on multimedia projects for various departments in Miami-Dade County including internal magazines, website content for MIAMIDADE.GOV, public service announcement with MDTV, local ads, iconography design, branding, government affairs publications, annual budget presentations, informational videos, infographics, & site maps.

OFFICE OF THE MAYOR
MIAMI INTERNATIONAL AIRPORT
MIAMIDADE.GOV
SEAPORT (PORT OF MIAMI)
ANIMAL SERVICES
TRANSIT

BOARD OF COUNTY COMMISSIONERS
COMMUNITY INFORMATION & OUTREACH
PUBLIC WORKS & WASTE MANAGEMENT
CULTURAL AFFAIRS
ANIMAL SERVICES
MDTV