

# 2026

## Professional Biography

# DIANA GALARZA

Diana Galarza is a creative professional specializing in graphic and web design, with a strong interest in the intersection of design, technology, business, and communication for social good. She is a strong advocate for personal development and lifelong learning.

Her expertise includes industry-leading design software and applications such as Adobe Creative Suite, Figma, WordPress, and AI-powered design technologies. Driven and passionate, Diana is a collaborative team player with experience creating user-centered, solution-driven designs that focus on clear messaging and meaningful impact.

With over six years of experience, Diana has enhanced and built brands, designed and developed websites, and produced engaging visual assets for marketing efforts—including videography, signage, stationery, email marketing, and social media content.



**DIANA GALARZA**  
Graphic / Web Designer



## PROFILE

Diana Galarza is a creative professional specializing in graphic and web design, with a strong interest in the intersection of design, technology, business, and communication for social good. Driven and passionate, she is a collaborative team player with experience creating user-centered, solution-driven designs that focus on clear messaging and meaningful impact.

## WORK EXPERIENCE

### Hispanic American Community Education and Services (HACES)

*Marketing & Development Coordinator, 06/2023-Present*

Oversee all marketing and promotional initiatives, including website design, graphic design, print production, social media and email marketing, CRM management, photography, and videography. Lead fundraising and programming promotion efforts by partnering with staff and board members to plan and execute events throughout the year. Supervise two interns and collaborate with team members on cross-departmental projects. Together with the team, have raised over \$125,000 through fundraising initiatives.

### Office Depot | *Print Associate, 06/2022-06/2023*

Operate print and finishing equipment to produce a wide range of high-quality print products. Provided excellent, fast, customer service identifying a customer's needs, goals, and desires. Using industry software created the best quality print-ready file for production. Daily managed print jobs multitasking between fulfilling online and in-person customer orders.

### Freelance | *Professional Graphic Designer, 09/2019-Present*

Developed a client list of companies and individuals. Did work in branding, videography, photography, social media content, signage, publications, stationery and websites.

### Lake County Technical Hub (LCTH) | *01/2020 - 03/2022*

#### Girls Who Code Facilitator, 09/2021-03/2022

In collaboration with the LCTH director and volunteers, a Girls Who Code chapter was established. Led a marketing initiative that included email campaigns, social media, and in-person outreach efforts, resulting in 35+ responsive leads. Planned, managed, and executed a 10-week coding course.

#### Executive Administrative Assistant and Digital Marketing Specialist, 10/2021-01/2022

As an Executive Administrative Assistant, supported the Lake County Tech Hub Director with grant writing, organizing a CRM database, business consultations, and back-to-business loan registrations, resulting in over \$120,000 in awarded grant money. Led and organized meetings while providing professional customer service to small business owners. As a Digital Marketing Specialist, managed the website and social media accounts, designed print materials, developed the LCTH 'Tech Hub Talks' video blog, produced 100+ high-quality photographic images, and designed business presentations and annual reports.

#### Graphic Design Intern, 01/2020-08/2020

Re-branding, marketing efforts, responsive website re-design.

## EDUCATION

### Coursera | *2023-2024*

Google UX Design Professional Certificate

### IT Expert System | *2022-2022*

Business Analysis Certification

### DeVry University | *2018-2019*

Website Design Certificate

### College of Lake County, IL | *2016-2018*

Associate Degree of Fine Arts, Graphic Design

## INFO

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🌐 daiyidesigns.com

## SOCIAL

🌐 /in/diana-galarza-454019142/

## SKILLS

Social Media Figma



Adobe Photoshop

Adobe Illustrator

Adobe Indesign

CSS HTML Adobe Premiere Pro

Wordpress Microsoft Office



Web User Interface

Responsive Design

Interaction Design

Design-Thinking Wireframes Prototype

User-Centered Design Digital Imaging

Project Management Video Production

Coding & Programming Branding

Requirement Gathering & Analysis

Multi-Media Integration

Process Modeling

Organization Life Cycle

## LANGUAGES

English ●●●●●

Spanish ●●●●●

## INTERESTS

🌐 Global Travel 🏠 Home Decor

🦋 Cancer Research 🏀 Basketball

🐍 Herpetologist 🧑‍🌾 Hiking

🌿 Environmental Conservation