

MARIA DIAMOND

DIGITAL WEB & BRAND DESIGNER

CONTACT

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Chicago, IL

LinkedIn

EDUCATION

Bachelor of Industrial Design
University of Illinois in Chicago
2014 - 2018

SKILLS

- Brand Identity & Visual Design
- Creative Concept Development
- UX/UI Design, Wireframing & Prototyping
- Cross-Channel Marketing Design
- Project Management
- Analytics & Data-Informed Design
- Web Performance & Technical SEO
- Front-End Development (HTML/CSS)

WORK EXPERIENCE

Freelance Digital Web & Brand Designer

Self-Employed | January 2018 - Present

- Directed end-to-end website projects, overseeing discovery, UX design, implementation, launch, and post-launch optimization.
- Developed visual identities and brand systems for startups and various businesses
- Created marketing assets including social media campaigns, email designs, and print collateral.

Digital Experience Specialist

Celtic Chicago | 2024 - 2026

- Design and develop responsive websites and digital experiences, managing projects from UX strategy and wireframing through implementation and launch.
- Collaborate with developers and stakeholders to build, optimize, and maintain websites across various platforms, improving usability, accessibility, and performance.
- Create and manage digital campaigns, including email marketing, landing pages, and content updates to support business objectives engagement.
- Analyze website performance using analytics tools to identify opportunities for optimization and improve user engagement.

Art Director

Celtic Chicago | 2021 - 2024

- Served as the primary designer connecting creative and digital teams, translating brand strategy into intuitive digital experiences and website designs.
- Directed the development of creative concepts and visual systems, guiding projects from ideation through execution across digital and traditional channels.

Product Developer & Digital Designer

Orlandi Statuary | 2018 - 2021

- Led end-to-end product development initiatives from concept and design through production, coordinating timelines, vendors, and final execution.
- Developed and implemented a refreshed brand identity across digital and print channels, including website, marketing materials, and sales collateral.
- Managed website updates and created digital content to improve the company's online presence and customer experience.