



PROFESSIONAL STATEMENT

DALLAS-AREA DESIGNER

[Interactive. UX. UI. You name it.](#)

With 18+ years experience and forged in marketing agency fire, I combine smart, quick work with an in-house attention to detail for both B2C and B2B clients.

From display ads, design system libraries, email design, app development, mobile responsive implementation to marketing landing pages, quote/buy flows, user research documentation, eCommerce initiatives, overall site/app enhancement and user experience strategy, I've done it all in some form or another.

I was also part of Collin College's Board of Advisors to guide the creation of a User Experience degree. I joined other creative professionals to determine the best types of classes to train a new generation of UX designers.

EDUCATION

BFA , COMMUNICATION DESIGN
[University of North Texas](#), 3.5 GPA

UX RESEARCHER + UX MANAGEMENT
CERTIFICATION
[Nielsen Norman Group](#), 1043265

BOARD OF ADVISOR MEMBER
[Collin College](#), User Experience Program

SKILLS

FIGMA



SKETCH/XD



MICROSOFT OFFICE



PROTOTYPING



PHOTOSHOP



HTML/CSS/JAVA



WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

2022–Present

[USAA - SafePilot App](#)

I joined USAA just as the auto insurance Design team transitioned from Sketch to Figma so I took on the task of rebuilding the SafePilot design system into Figma components. I worked closely with the team to establish color, typography, illustration and mobile-responsive components which then handed off to a 3rd party vendor for development. Under a scaled agile framework, I coordinate with business teams to get buy-in, conduct user research, synthesize data and produce thoughtful, strategic updates for my partners in auto insurance. I also mentor our mid-level designers in Figma and completed a UX Management certification from NNG.

I also joined an internal design team to evangelize and onboard usage of Figma at USAA. I have been responsible for educating the Chief Design Office (over 200+ designers) on best practices, compatible plugins, accessibility tips and tricks, plus prototyping troubleshooting in Figma for our design department.

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I have created tip cards, socialized surveys, expanded our SharePoint repository of information/FAQs, plus assisted our Slack channels to help USAA designers find the people and resources they need to succeed at using Figma.

SENIOR INTERACTIVE DESIGNER

2016–2022

[Vari](#)

I redesigned VARIDESK.com once and I did it again for the company's rebrand to Vari with a new Salesforce site architecture. Working with an outside agency and internal team, I single-handedly coordinated and created a total design system overhaul for over 70 content pages and 100+ eCommerce products. And I did it all in 3 months.

In a hybrid Agile/Waterfall structure, I guided asset creation and content page strategy with my brand and eCommerce team. I also managed and led digital projects for the entire Vari site experience including email, mobile site and app UI design.

SENIOR VISUAL DESIGNER

2014–2016

[Match.com](#)

I did All the Things I could get my hands on here. Android/iOS app design, emails, site UX, everything. I led email design for Match's sister site, Chemistry.com, plus I also assisted with Match's Public Relations crew. I also led the charge with our creative team to make all of Match's future event email communications be as responsive, gorgeous and concise as possible. A partnership opportunity with a high-end matchmaking company garnered the need for a UX strategy and A/B content test for both email and landing page experiences and nurture flows.

SENIOR ART DIRECTOR

2011–2014

[Publicis-Hawkeye](#)

I specialized in being awesome for Capital One. I worked on improving direct mail strategy and design so Capital One could produce tasteful, relevant marketing for their credit card customers. I also dazzled in person with my charming wit and classy wardrobe of hats.

Outside of Capital One, I assisted Peterbilt with web and email design or knocked out amazing point-of-sale and brochure creative for Celanese Chemical. I backed up the Terminix and Cargill teams and delivered quick, inspiring direct mail pieces and occasional packaging designs. A little bit of everything.

INTERACTIVE ART DIRECTOR

2006–2011

[RAPP](#)

I jumped on to Rapp post-graduation and became the go-to gal for just about everything, since I am proud of my reputation for Getting It Done. Email? Last-minute DM concept? Revisions on that kit that need to go out tonight? Little bit of illustration for those storyboards? You got it.

Worked on clients such as Direct Energy, Enterprise Rent-a-Car, Hewlett-Packard, Best Buy, AMC Theatres, LensCrafters, and Bahamas.com.