

I teach strategic marketing at CU Boulder. Teaching has truly been enlightening—it's a joy to be part of my students' growth and development and to help them achieve success. I stay on top of internship and full-time opportunities with agencies, guiding students to create networks for themselves. It's important to keep my design skills fresh and current. Acting as a consultant with industry allows me to maintain my skills and stay on top of design and advertising trends.

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career

Present | Asst. Teaching Professor / University of Colorado Boulder

Beginning Aug 2022, full-time instructor with APRD. As faculty, I teach introductory level through capstone courses, including visual design and copywriting, branding, strategy, innovation design and account management. Develop partnerships with outside organizations to bring a real-world component to many courses, act as faculty advisor for CU AdClub and participate in a variety of committees within the department, as well as acting as an internship mentor.

Present | Creative Director / Owner Crew Creative

Founded in 2009 and used as a platform for freelance work. BORN + MADE corporate look, product design, email programs. Custom branded merchandise for beauty & fashion industry brands, Goddess Garden new product packaging, catalog. Backcountry Nitro, logo, branding and product line. Ordina™ Bags, branding, product design, retail POP and site direction (in progress). Guest lecturer CU Leeds School of Business, "Creative Process in Advertising" 2018, 2019, 2020. Green Goo website redesign. Sounds True—Eckart Tolle Micro Site and social media support.

08.20-07.22 | Part-time Instructor / University of Colorado Boulder

Through Aug '22, part-time instructor in the College of Media, Communication & Information—School of Advertising, PR & Media Design. Primarily teaching the senior level capstone course which takes students through competitive research, analysis, strategic discovery and final concept of an advertising campaign for actual clients, including pitch and final concept presentation. Along with the capstone course, I teach a branding course and an intro to design for social innovation section. Working with students at this level gives me joy. It's gratifying to guide them through the creative process culminating in the expression of their concepts. Brands often choose to hire students they've met through this process.

09.11-6.17 | Creative Director, Pharmaca Integrative Pharmacy

Strategic marketing initiatives and branding for 29 stores in western US. Develop and oversee execution of marketing programs for retail stores, private label product packaging, ecommerce, web and mobile app design, email marketing, direct mail, social media and print advertising. Success analysis comparing cost of program to increase in basket or customer acquisition. Put checks in place with a goal of learning more about our key customers. Manage designers, vendors and project costs and cross function with store development team and operations. Introduced elevated design aesthetic both in store and online, leading to more success with specific programs such as Pharmaca Cash, Haba Brand Highlights, Spa Day, Holiday, and Women's Health and weekly email campaigns. Retail and online sales have progressively increased over past 5 years. Monetized in-store displays in collaboration with HABA merchandizing manager and Lifestyle brands manager by engaging brands to purchase retail signage and display space.

01.10-09.11 | Sr. Art Director, The Integer Group

Shopper marketing and program concept design and execution for Duracell, PUR and Johnson & Johnson. Customer specific solutions in the US for CVS, Home Depot, Lowes, Rite Aid, Target, Walgreens and Walmart. Canadian customer specific work for Shopper's Drug Mart and Loblaws. Design innovative packaging, aisle reinvention, Key visuals, consumer-facing displays, FSIs, collateral materials and year end reports for existing clients along with new business pitches—Clairol and Johnson & Johnson.

08.08-04.09 | Sr. Designer, Aerogrow

Designed new branding for full line of retail products, trade show and point of purchase design and advertising. Worked with product development on modern styled, desktop unit. Teamed with online group for digital ads branded products for retail.

06.07-06.08 | Contract Art Director

Clients include: Greenhouse Partners, Sterling Rice Group, and Gaiam Lifestyle Products.

07.06-04.07 | Sr. Print Producer, Mattel Toys, Inc.

Managed print production projects for in-house design team. Oversaw HotWheels® lifestyle brand guide, concept to completion. Collaborated on multiple Barbie® collateral projects, Polly Pocket®, Butterfly Barbie®, matchbox® and other key Mattel brands. Worked on headquarters floor redesign, managing production and installation.

05.98-07.03 | Art Director, Mattel Toys, Inc.

Art direction, design and production of scenery, signage and graphics for Toy Fair, E3, SEMA and in-store displays. Work with marketing to determine their needs and expectations for upcoming shows. Evaluate project feasibility within the budget and time frame specified and provide client with various solutions. Research unique materials for variety and effect. Oversee project bidding and supervise vendors through completion.

1999— Teamed with photographers and set builders to bring a contemporary look to the boys brands catalogue. Hired talent for lifestyle images, gave creative direction, designed sets with industrial look for HotWheels® and matchbox® lines giving the brands an edgier look than previously portrayed with intent to grab the attention of the “tween” demographic. Lifestyle photography was picked up for multiple advertising uses.

Featured Projects

2023 Glow Recipe + Barbie

2021 Biossance + Reese branded materials

2019 Ordina™ Branding and product development

2017-18 Green Goo® Rebranding and storefront

2017 BORN + MADE brand look, website design, product design, B2B print marketing campaign

*2016 Pharmaca, New website and blog look**

**increases sales from 2mm to 8mm within 13 mos*

2014-15 Pharmaca, Store design for 6 new stores with updated interior look.

2013 Pharmaca, Website and mobile site design

*2012 Pharmaca, Natural Beauty Bar—interior design, identity, signage and marketing materials**

**25% increase realized in first month after soft opening*

2010 Comprehensive rebrand for Sandcherry Inc., now nVoq—website design, identity, signage and print

1996 MFA Claremont Graduate School, Claremont, CA—mixed media sculpture / video / photography

1993 BFA Art Institute of Southern California, Laguna Beach, CA—photography / sculpture

1987—1989 SCI ARC Santa Monica, CA—architecture

1985—1987 California Polytechnic State University, San Luis Obispo, CA—architecture

Creative direction and strategy, team management, project management and production—print, retail, online, events, ooh, social media and strategy integration. Email Marketing expert. Photography art direction. Sketch, Adobe Creative Suite, DaVinci Workgroups, Basecamp, Asana, Keynote, PowerPoint, Sketchup, Microsoft Office.