

DIANA ROBLES WU

SENIOR GRAPHIC DESIGNER • GRAPHIC DESIGN TEAM LEAD

San Pedro Sula, Honduras

diana.robles000@gmail.com

(+504) 9865-7717

linkedin.com/in/diana-robles-wu/

PROFILE

Senior Graphic Designer and Design Team Lead with 7+ years of experience shaping digital experiences, integrated marketing campaigns, brand systems, and production-ready creative. Combines strategic visual thinking with a Communications and Advertising background to translate business objectives into clear, engaging design. Experienced leading creative workflows, collaborating across marketing and development teams, and delivering high-quality work across web, eCommerce, paid media, editorial, presentation, and print.

CORE EXPERTISE

Creative Direction • Team Leadership • Web & eCommerce Design • UI/UX • Brand Systems • Digital Campaigns • Paid & Organic Social • Email Marketing • Presentation & Editorial Design • Print Production • Design Systems • Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Senior Graphic Designer / Graphic Design Team Lead

Captivate Search Marketing | Sep 2024 - Present | Remote

- Lead creative execution across digital experiences and integrated marketing campaigns for B2B and B2C brands in technology, healthcare, hospitality, and eCommerce.
- Translate business and campaign objectives into high-impact websites, landing pages, eCommerce experiences, paid and organic social creative, presentations, and digital assets.
- Provide creative direction, assign and review design work, support designers throughout the creative process, and maintain quality and brand consistency across deliverables.
- Partner closely with developers, strategists, project managers, and leadership to turn complex briefs and stakeholder feedback into thoughtful, user-focused visual solutions.
- Build scalable Figma components, templates, visual systems, and reusable assets that improve consistency and efficiency across recurring client work.

Creative Graphic Designer

HCE Honduras / Myron Corporation | 2020 - 2024 | San Pedro Sula, Honduras

- Developed high-impact digital and print creative for promotional marketing campaigns across international markets, supporting both eCommerce and broader marketing initiatives.
- Designed website sliders, email campaigns, digital advertising, whitepapers, editorial materials, and print collateral while maintaining strong brand consistency across channels.
- Collaborated with marketing stakeholders on campaign concepts, revisions, production requirements, and deadlines; contributed to campaigns that increased customer engagement by approximately 30%.

Production Artist

HCE Honduras / Myron Corporation | 2019 - 2020 | San Pedro Sula, Honduras

- Prepared and optimized production-ready artwork for screen printing, embroidery, laser engraving, hot stamping, and digital printing across promotional products and printed materials.
- Managed color profiles, resolution, file formats, proofs, and technical artwork specifications to ensure accurate execution across multiple decoration methods.
- Performed quality-control reviews before production, helping reduce production errors by approximately 30% while supporting accurate, on-time delivery.

Freelance Graphic Designer

Promotex, Inc. | 2024 | Remote

- Delivered custom restaurant menu and promotional designs that translated client needs into polished, brand-aligned visual solutions.
- Managed projects from concept and layout development through revisions and final production-ready artwork, contributing to an approximately 20% faster turnaround time.

SELECTED DESIGN CAPABILITIES

DIGITAL & WEB Websites, landing pages, eCommerce experiences, responsive interfaces, wireframes, website imagery, and reusable Figma components.

BRAND & CAMPAIGNS Brand systems, guidelines, paid and organic social, email creative, advertising, campaign assets, iconography, and scalable visual templates.

EDITORIAL & PRESENTATION Whitepapers, catalogs, brochures, reports, presentation decks, infographics, and information-rich visual storytelling.

PRINT & PRODUCTION Production artwork, prepress preparation, print collateral, promotional products, and artwork optimization for multiple decoration methods.

TOOLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere Pro • Figma • Canva • WordPress • Mailchimp • Instapage • Google Slides • Microsoft PowerPoint

EDUCATION

Bachelor's Degree in Communications & Advertising

Universidad de San Pedro Sula (USAP) | Magna Cum Laude | 2019 - 2024

LANGUAGES

Spanish - Native • English - Proficient