

Diana Arzumanyants

Senior Visual Designer / Art Director

Email

arzumdi@gmail.com

Phone

(415) 686-2693

Location

San Francisco, CA

LinkedIn

linkedin.com/in/d-arz

Portfolio

behance.net/arzumanyants

SUMMARY

Creative leader with 10+ years of experience shaping brand systems, storytelling, and digital campaigns across tech, media, and education. Experienced in crafting cohesive visual identities, driving cross-functional collaboration, and building scalable design systems that unify brand and product across global platforms and evolving creative ecosystems.

SKILLS

UI/UX Design, Art & Creative Direction, Visual Systems, Brand Identity, Web Design, Presentation Design, Design Systems, Wireframing & Prototyping, Graphic Design, Illustration, Typography, Photo Retouching, Visual Storytelling, Campaign Design, Adobe Creative Suite, Sketch, Figma, Webflow, WordPress, Miro, Midjourney, Notion, Various AI tools

EDUCATION

The Art Institute of California-San Francisco

B.S. Web Design & Interactive Media | 2008-2010

B.S. Advertising | 2005-2007

EXPERIENCE

SMART Technologies & Lumio by SMART

Senior Visual Designer & Art Director (Freelance)

Alberta, Canada (Remote)

2022 - Present

- + Collaborated with Creative Director, engineers, copywriters, and internal design team to evolve Lumio and SMART brands across digital, web, and internal platforms.
- + Designed and documented a robust brand system for Lumio—defining typography, color, layout, and illustration for consistent application across product, marketing, web.
- + Developed UX and visual systems for SMART's Highspot-based partner portal and internal enablement tools, including key user flows, iconography, and interface components.
- + Designed wireframes and high-fidelity layouts for dozens of SMART and Lumio web pages, including product, landing, and marketing experiences.
- + Created responsive layouts for sales and training platforms; built select web pages directly in HubSpot.
- + Produced branded assets across channels: email templates, presentation decks, infographics, and internal toolkits.
- + Designed and illustrated a branded photo booth experience; provided creative support for photoshoots and campaign visuals.

Independent Freelancer

UI/UX & Visual Designer / Art Director

San Francisco Bay Area & Global

2018- Present

- + Provided UX, UI, and brand design for 40+ clients ranging from early-stage startups to global organizations—including Shine Talent, 3P Learning, and SMART Technologies.
- + Partnered with agencies like Entropic Studio, ROI-DNA, and Garnet Creative on large-scale campaigns, digital systems, and brand assets for clients such as PagerDuty, AWS and North Coast Organic.

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EXPERIENCE

- + Designed and developed responsive websites and internal tools using Webflow, WordPress, and other no-code platforms for clients including Hive Holistic, Cheryl Hoops Fisher, and Robin Sylvan.
- + Created platform architecture, eCommerce UX flows, and interface systems for digital products such as 36Vine and Muzen Audio.
- + Delivered strategic presentations, visual storytelling systems, and internal design toolkits for SwissDrones, Spero Ventures, and DiamondStream Partners—where I've been a long-term design collaborator.
- + Executed digital campaigns, landing pages, and infographics for AWS, Glint, and Bluescape through my work with ROI-DNA.
- + Developed cohesive brand systems—from logos and typography to UI kits and documentation—for clients across industries, including ALIST, Il Davide, and Stabilized Chiropractic.
- + Designed the original brand identity and eCommerce UI for Ruggable, which the company used and grew with for over two years during its early scaling phase.
- + Known for blending creative strategy with hands-on execution to deliver high-impact digital experiences.

Manifeste Marketing

UI/UX Designer & Art Director

San Rafael, California

2013 - 2018

- + Concepted and art directed creative work across brand, product, and campaign initiatives for clients in tech, healthcare, energy, and lifestyle.
- + Designed websites, apps, and marketing materials—including presentations, landing pages, and white papers.
- + Contributed to UX/UI for healthcare platforms, photo-sharing apps, and websites.
- + Developed digital campaigns focused on engagement and conversion, including interactive ads and landing pages.
- + Provided art direction for video content and campaign visuals in collaboration with creative teams.
- + Clients included Varian, John Muir Health, Glass Lewis, CK Mondavi, Direct Energy Solar, Astrum Solar, Williams Selyem, Samuel Hubbard, JoyFLIPS, and MegaStar Millionaire.

Hot Shot Media

UI/UX & Visual Designer

San Francisco, California

2010 - 2012

- + Designed the Shutterbug Millionaire photography talent competition app and website, developed to beta stage as part of a larger product suite.
- + Created detailed design prototypes to communicate product vision and support fundraising efforts.
- + Developed user flows, wireframes, mockups, and interactive prototypes to explore and test multi-platform functionality.
- + Contributed to early UX strategy, responsive user journeys, and scalable visual design systems.
- + Supported marketing through campaign design, branded assets, and video art direction.