



Coromoto Diaz

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OVERVIEW

Creative leader with 15+ years of experience in digital, environmental, and print design. Experienced in working closely with clients, and partnering with copywriters, illustrators, photographers, and developers/programmers.

EXPERIENCE

Senior Art Director, Montana Steele Marketing Toronto ON 2021-Present

Works across a broad range of disciplines, including web, brand, environmental, and print design for real estate clients.

Helps creating experiences that transform brands and grow businesses by connecting with people, translating their core purpose and offering into visual and verbal expressions.

Extensive experience in creating branding programs (logo, colour palette, and visual and written language).

Senior Art Director, WIAN Branding Vancouver BC 2015-Present

Works across a broad range of disciplines, including web, brand, environmental, and print design for corporate, retail and cultural clients like BC Ferries, Silver Wheaton, Goldcorp, Special Olympics BC.

Helps clients tell their story by working with them to figure out who they are and what they do, translating their core purpose and offering into visual and verbal expressions.

Extensive experience in creating branding programs (logo, colour palette, and visual language); stationery application, and brand guidelines.

Art Director / Senior Designer, Porcaro Communications North Vancouver BC 2012-2015

Led the rebranding for Silver Wheaton, art directing photo shoots for both their Annual Report and Advertising Campaign.

Lead designer for Kodak Commercial Print account; produced successful campaigns, tradeshow material, direct mail, promotional pieces, posters, and emailers.

Art Director / Designer, Climax Magazine Caracas-Venezuela 2005-2011

Branded the pop culture and current affairs magazine. Helped coordinate the editorial plan and printing of the publication. Worked closely with editors, photographers, illustrators and writers to achieve a cohesive yet distinctive look in every issue. The magazine was produced monthly.

Freelance Designer Caracas-Venezuela 2001-2005

Managed and designed a variety of projects including GP Magazine and La Cuisine International.

Designer, Science Museum of Caracas Caracas-Venezuela 1998-2000

Designed interactive displays for permanent and traveling exhibitions/shows. Deliverables included environmental design, catalogues, posters, signage and other.

EDUCATION

British Columbia Institute of Technology Vancouver BC
Senior Management Certificate, New Media and Web Development, 2011

ProDiseño, Escuela de Comunicación Visual y Diseño Caracas-Venezuela
Bachelor in Visual Communication and Design, 1997

References available upon request

CLIENTS

Alterra
CentreCourt
Daniels
BC Ferries
Goldcorp
Silver Wheaton
Kodak
Finning
Special Olympics BC
Igloo Baby & Kids
Noisette Patisserie
Robo Edu
Alley Theatre
Alcuin College
Children of the Street
Society
Zenterra

TECHNICAL SKILLS

Art Direction
Creative Direction

RECOGNITION

HOW
Summit Awards
GD USA

“Hablo y escribo español, es mi lengua materna”.
“I speak and write spanish, it’s my mother tongue”.