



## Coromoto Diaz

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### OVERVIEW

I am a Senior Designer based in Toronto with experience across multiple disciplines, including brand identity, art direction, interactive design, packaging, and environments. I collaborate with photographers, illustrators, and other designers to create meaningful work.

With over 12 years of experience working in agencies, in-house teams, and as a freelancer, I am passionate about building distinctive visual worlds. I approach each project with enthusiasm and dedication, delivering work that is conceptually strong, original, and within budget.

### EXPERIENCE

#### **Freelance Designer** Toronto ON Nov 2024-Present

Freelanced designing branding, print, and packaging.

Collaborated with The Brand Factory to refine concept presentations and oversee print assets, ensuring the final products were print-ready.

Designed the logo and packaging for a new juice brand based in Miami, contributing to the development of a distinctive design that appeals to the target audience.

#### **Senior Art Director, Montana Steele Marketing** Toronto ON 2021-Nov 2024

Worked across a broad range of disciplines, including web, brand, environmental, social media, and print design for real estate and clients in various industries.

Created experiences that transformed brands and grew businesses by connecting with people, translating their core purpose and offerings into visual and verbal expressions.

Gained extensive experience in creating branding programs, presenting to stakeholders, and leading and mentoring teams to create exceptional campaigns.

#### **Senior Art Director, WIAN Branding** Vancouver BC 2015-2021

Led teams in creating branding programs (logo, colour palette, and visual language) and creative campaigns.

Worked across various disciplines, including web, brand, environmental, and print design for corporate, retail, and cultural clients like BC Ferries, Silver Wheaton, Goldcorp, and Special Olympics BC.

Helped clients tell their stories by collaborating to clarify their identity and mission, translating their core purpose and offerings into visual and verbal expressions.

#### **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 and Sustainability Reports and Advertising Campaigns.

Served as lead designer for the Kodak Commercial Print account; produced successful campaigns, tradeshow materials, direct mail, promotional pieces, posters, and emailers.

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

Branded and designed 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 design work for GP Magazine and La Cuisine International.

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

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

### EDUCATION

#### **British Columbia Institute of Technology** Vancouver BC

Senior Management Certificate, New Media and Web Development, 2012

#### **ProDiseño, Escuela de Comunicación Visual y Diseño** Caracas-Venezuela

Bachelor in Visual Communication and Design, 2010

### 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

### SOFTWARE

Midjourney  
Adobe Creative  
Suite:  
Photoshop  
InDesign  
Illustrator  
After Effects  
Figma  
Webflow  
Midjourney

### RECOGNITION

HOW  
Summit Awards  
GD USA

### OTHER

Basic knowledge  
of HTML & CSS

*References  
available upon  
request*