



**Diana Sproul**

**Sproul Creative  
Graphics & Website Design**

## Resume

### ::Clients Have Included

Mattel Children's Hospital UCLA, Los Angeles  
GE Financial/GE Private Asset Management, Los Angeles  
Paninos.com (Colorado)  
The Haunted Game Cafe (Colorado)

### ::Qualifications

Redesigned the Pediatrics main page for Mattel Children's Hospital UCLA, Los Angeles. Designed and created Pediatric division websites for Hematology/Oncology, Critical Care, Neonatology. (2008)

Developed national magazine print ads, professional newsletters, stock fact sheets, webinar and meeting web pages, and mass e-mail marketing (5000 recipients) for GE Financial (GEPAM) (five months freelance).

Forged Paninos.com's Colorado website (Fort Collins, 2010). Researched & implemented Wordtracker.com keywords for better natural search results. Formed external CSS style sheet.

Developed The Haunted Game Cafe's "coming soon" bat sign banner, customer and business cards, online ad logo versions, and game division signs. Created e-mail marketing that incorporated Wordpress blog articles. Constructed relevant board game links from game manufacturers' websites, and published company listing on local website directories. (2009-2010)

Constructed a Wordpress website and graphic design blog for my own company, Sproul Creative, that used Wordtracker-researched keywords & custom header. Articles are on Amazon.com.

Conceptualized informational designs for over two years for legal cases. Fashioned flowcharts, timelines, street reconstructions, puzzles, "revealing" graphics for large format and digital graphics.

### ::Skill Set

Print graphic skills (Illustrator, Photoshop, Quark); Web skills: Dreamweaver, HTML, CSS designs, Search Engine Optimization, Wordpress blog set-up with custom header, page optimization, page slicing, webinar pages, link building, social media (Facebook, forums), search engine web page submission.

### ::Formal Education

Graphic Design Courses: UCLA Graphic Design Program, Santa Monica College Academy of Art, Knowledge Works

Bachelor of Arts Degree, Telecommunications and Film, San Diego State University

**(818) 481-1153 / (970) 988-5413**  
**Diana@SproulCreative.com**