


Senior Product Designer

HI, **MY NAME IS DIANET**
BUT EVERYONE CALLS ME DIDI

Senior Product & Brand Designer with 8+ years of experience across art direction, UX/UI, branding, packaging, and digital campaigns for global fashion, lifestyle, beauty, tech, and consumer brands.

Led creative and digital projects for TikTok, Zalando, Toblerone, Amazon Fashion, FIFA Women, and Beyond Meat, blending strategic thinking, visual storytelling, and AI-assisted workflows to create scalable brand and product experiences.

 +34 685 04 68 01  dianetadan01@gmail.com

 <http://dianetadan.com>

LANGUAGES

Spanish - Native English - Bilingual (C1)

SKILLS



Branding & Art Direction



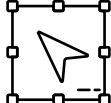
UX/UI



Illustration



Artificial Intelligence



Packaging & Typography Design



Motion Graphics

Midjourney

Sketch

Figma

InVision

Adobe Illustrator

Adobe Indesign

Adobe Premiere

Magnific AI

Krea AI

Wireframing

HTML - CSS

Adobe Lightroom

Adobe Photoshop

Adobe After Effects

WORK EXPERIENCE

AscendMakers - Product Designer (2024-Present)

Designed UX/UI flows, wireframes, and high-fidelity interfaces for scalable digital products. Worked with product and development teams to improve usability, visual consistency, and end-to-end brand experience.

.Monks - Art Director / Designer (2021-2024)

Led art direction and visual design for global digital campaigns and brand experiences across international markets. Created scalable visual systems, social assets, packaging adaptations, and presentations for TikTok, Zalando, Toblerone, Amazon Fashion, FIFA Women, and Beyond Meat

2021 We Are Knitters - Product Designer (2020 - 2021)

Designed product visuals, packaging, ecommerce assets, newsletters, and social content aligned with the brand's digital experience. Strengthened visual consistency across customer touchpoints, supporting brand engagement and community growth.

2020 Karadeniz Holding - Creative & Communication Specialist / Product Designer (2019 - 2020)

Developed brand, product, and communication materials for international corporate projects. Improved visual coherence across digital, print, and presentation touchpoints through redesigned brand assets.

University of Havana - Graphic Design Professor

Taught typography, visual communication, and design fundamentals to graphic design students. Mentored concept development, critique sessions, and practical projects focused on real-world design applications.

Mediática - Graphic Designer & Photographer

Produced visual campaigns and photography for digital media. Directed photo shoots and handled advanced retouching for editorial projects.

2016 Óptima Gráfica - Junior Graphic Designer

Designed branding and communication materials for local clients.

EDUCATION

(SELECTION)



Graduated from IronHack Madrid as a UX/UI Designer

2020

Design Thinking online course at "IDEO"



2019

Graduated from the High Institute of Design (ISDi) Bachelor in Graphic Design

2016

Marketing, Communication, and Design course in the Design Biennial of Havana

2016

Camera handling course in the Creative School of Photography in Havana



2015

Started the studies at the High Institute of Design (ISDi)