

# Diana Dău

Freelance UX/UI Designer, Art director & Branding Consultant

London, UK

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Work Proficiency)

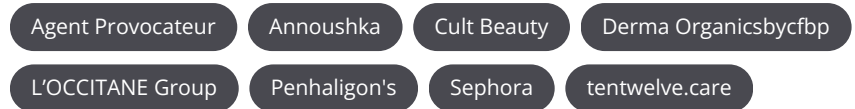
## About

Visual creative working with high-end e-commerce and retail brands in the beauty, fashion, and lifestyle industries with a keen interest in consumer behaviour and trend analysis. Portfolio: <https://dianadau.art>

Key skills: UX & UI design, Branding, Photography, Art direction

"A designer's business involves relentless inquiry into the best possible way to create the new, discover the unexplored, or achieve the functional. A designer's job is to extend the boundaries of thought, to generate new options, and, ultimately, to create value for users. This requires the ability to imagine "that which does not exist."

### BRANDS WORKED WITH



## Experience



### ● UX UI Designer

Penhaligon's | May 2022 - Jun 2023

- UI & UX for 3 of PUIG's brands: Penhaligon's, Kama & L'Artisan Parfumeur
- improving checkout for Penhaligon's: results- 19% increase in sales conversion
- reorganising and updating component's library
- updating old user paths
- creating designs for new functionalities
- streaming the process for development implementation across brands through design & libraries



### ● Freelance Designer

Anoushka | Aug 2021 - Jan 2022

- UI page design & optimisation
- social media assets
- animation



### ● Brand Designer

Cult Beauty | Oct 2021 - Dec 2021

- newsletters/email design
- design and create innovative graphics, animations, moving image, to support and grow the existing image of the brand for all digital touch-points



### ● Brand Designer

Agent Provocateur | Jan 2021 - May 2021

- develop and execute the graphic design art direction for the digital channels for 2 campaigns: All Hours & SS21, in alignment with the already shot photo campaigns (both still & moving image)
- develop social content together with the marketing team (both still & moving image)
- artwork printed vinyl for the all around the world stores
- design and artwork printed catalogues

### ● Freelance Graphic Designer

L'OCCITANE Group | Oct 2020 - Dec 2020

- packaging design
- paid ads (video)
- newsletters (email design)

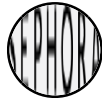
- social media content
- website content



- **Freelance Product Photographer & Digital Designer**

tentwelve.care | May 2020 - Sep 2020

- social media content: graphic design
- product photography: styling, shooting, planning, retouching



- **Creative Designer**

Sephora | Oct 2019 - Mar 2020

- concept development including mood boards
- video, stop motion and imagery creation for brand projects, social and editorial
- product package designs for exclusive partnerships and new launches
- print specifications
- planning and working with third parties to meet production deadlines
- creation of brand marketing assets
- styling and directing internal photo shoots and image creation
- press release designs for consumer & corporate use
- event collateral designs including invitations, goody bag inserts, wall vinyl
- designing email newsletters
- on set photography art direction
- designing app banners

- **Brand Designer & Strategy**

Derma Organicsbycfbp | Aug 2017 - Oct 2019

- ensure that the creative output is consistent and in line with each project objectives and brief, with consistency across all creative touch points, and that concepts are aligned across all media
- design website banners, flyers, leaflets
- produce social media content: videos, graphics, photos
- oversee packaging production and liaise with printing companies
- packaging design
- photo campaign ideation & execution
- on set photography experience
- art direct & managing freelancers
- ideate and define the brand strategy
- source and retouch images
- UI & UX design
- design e-mail newsletters

## Education & Training

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- 2014 - 2015 ● **University of East London**  
Bachelor's degree,
- 2013 - 2014 ● **Amsterdam Fashion Institute**  
Fashion/Apparel Design,
- 2012 - 2014 ● **Teko Design+ Business**  
Associate's degree,
- **University of the Arts London**  
Course,