



Diana Hobstetter

Art Director, Web Architect, Graphic Designer, HTML Programmer, Web Animator, Print Designer, Logo Designer

Skills

- Design websites, branding logos, print materials
- Develop & build website structure and navigation
- Can create completely new look or work with pre-existing looks and identities
- Can create animations for websites

Key Projects

KABC TV, Los Angeles, CA & KGO TV, San Francisco, CA

1999-2001

Television station websites

Art Director/Designer, Web Architect, HTML Programmer

Designed & created 8 promotional contest websites for ABC TV to be approved by ABC and multiple business sponsors.

Included:

- Lincoln Dralion Sweepstakes (KABC, KGO)
- Paris-Las Vegas Sweepstakes (KABC)
- Carl's Jr. Sweepstakes (KABC)
- Mercury Sable Sweepstakes (KABC)
- Chevron Autopia Sweepstakes (KABC, KGO)
- Monday Night Live Sports Trivia Sweepstakes (KABC, 16 versions with different questions each week)

Naked Juice, Pomona CA

1998-2001

Fresh juice company, division of Chiquita, website

Art Director/Designer, Web Architect, HTML Programmer, Flash Animator

Designed look of site; part of team developing site structure; maintained site for 4 years, including monthly magazine & product updates. Liased with design company responsible for product branding materials to ensure consistency between print and web presence. Special projects included:

- **Naked Juice Light Process Juices**
Created Flash animation to promote juice processing system
- **Naked Juice Summer Contest Sweepstakes**
Created mini-site to promote Naked Juice/Star 98/BareNaked Ladies sweepstakes

Aunt Gussie's Cookies and Crackers, Garfield, NJ

2003-2004

Cookies & crackers company

Art Director/Designer, Web Architect, HTML Programmer

Designed & created site. Worked with Richard Grossman, who delivered e-commerce capabilities. Client currently updates the same site using a database system designed by Richard Grossman.

Beth Shir Sholom, Santa Monica, CA

1999-2006

Jewish temple

Art Director/Designer, Web Architect, HTML Programmer

Designed, created, & maintained site, including monthly newsletters, web photo albums, special event info, etc. In 2005, redesigned look and structure of site.

- Yoga Everywhere**, Santa Monica CA **2001-2004**
 Yoga teacher
Branding Director, Art Director/Designer, Web Architect, HTML Programmer
 Designed & created logo & website; updated & maintained site.
- Southern California Women’s Caucus for Art**, Los Angeles, CA **1997-2002**
 Art organization
Art Director/Designer, Web Architect, HTML Programmer
 Designed, created & maintained website.
- Santa Monica Fine Art Studios**, Santa Monica, CA **1998-2005**
 Artists studio
Art Director/Designer, Web Architect, HTML Programmer
 Designed & created multiple artist portfolio site.
- E!Online**, Los Angeles, CA **1999**
 Television and website company
Art Director/Designer, Web Architect, HTML Programmer
 Designed & created promotional contest site: E!Online – Neiman Marcus: Celebrity Hotspots in Italy. Work approved by all companies involved.
- Stephen Fife & Cune Press**, Santa Monica & San Francisco, CA **2004**
 Writer & Book Publisher
Art Director, Print & Web Designer, Web Architect, HTML Programmer
 Designed book jacket, promotional postcard, & promotional website to launch the release of the book, “Best Revenge”. Work approved by book’s author and publisher.
- The Vic**, Venice, CA **2000**
 Internet community organization
Art Director/Designer, HTML Programmer
 Designed look of site.
- Y2Kidz**, Los Angeles, CA **1999**
 VIC Summit event
Art Director/Designer, Web Architect, HTML Programmer
 Designed & created event promotion site.
- Amy Kaps**, Venice, CA **2005**
 Visual, Film, and Performance Artist
Art Director/Designer, Web Architect, HTML Programmer
 Designed & created art portfolio site with video.
- Carolyn Applegate**, Los Angeles, CA **2003**
 Artist
Art Director/Designer, Web Architect, HTML Programmer
 Designed and created art portfolio site.

- Erase The Waste**, Los Angeles, CA **2003**
Environmental campaign organization
Art Director/Designer, Web Architect, HTML Programmer
Created site with audio & video. Worked within pre-designed framework.
- Heinlein Society**, Los Angeles, CA **2002**
Interest organization
Art Director/Designer, Web Architect, HTML Programmer, Flash Programmer
Designed & created site. Included navigational system that utilized Flash technology.
- A-Plus Maintenance**, Los Angeles, CA **2004**
Maintenance company
Branding Director, Art Director/Designer, Web Architect, HTML Programmer
Designed logo, business cards, website.
- Symphony FSG**, Los Angeles, CA **2005**
Consulting company
Art Director/Designer, Web Architect, HTML Programmer
Designed & created site.
- At Speed Motorsports**, Los Angeles, CA **2004**
Motorsports company
Designer, HTML Programmer
Created site from another design company's design.
- Cissy Grossman**, New York, NY **2005**
Art curator
Art Director/Designer, Web Architect, HTML Programmer
Designed & created resume site.
- IC3D by Perceptronics**, Los Angeles, CA **1999**
Software product company
Art Director/Designer, Web Architect, HTML Programmer
Designed & created site.
- Lyn Levine**, Los Angeles, CA **2001**
Life coach
Art Director/Designer, Web Architect, HTML Programmer
Designed & created site.
- Great People**, Los Angeles, CA **2000**
Recruiting firm
Art Director/Designer, Web Architect, HTML Programmer
Designed & created site.

In-house Projects

Second Street Design Studio

2005-2006

Logo design and stationary.
Website design and creation.

Tech III, Inc.

1997-2006

Logo design and stationary.
Website (various redesigns and modifications over the years).
Multi-postcard marketing campaign; designed 10 related cards.
Designed several special purpose sites including: Take Control of Your Business, Fancy Office, CyberVenice.

Diana Hobstetter, Fine Art & Music Careers

1997-2006

Designed and created various websites to promote art career and projects, including: Diana Hobstetter, Mrs. Hobbs, A People Palette, Lemon Yoga, Memory Maps Art, Mommy!Mommy!Mommy!
Designed several promotional postcards for art shows and commissioned work.

Employment History

Second Street Design Studio, Santa Monica, CA

2005-2006

Design company, a division of Tech III, Inc.

Founder and Artistic Director

See Key Projects.

Tech III, Inc., Marina Del Rey & Santa Monica, CA

1997-2005

Software and database development consulting company.

Art Director

See Key Projects.

Black Rebel Digits, Venice, CA

1997-1999

Creative company

Website consultant

Worked on the company's 4 sites.

DOG Films & ICE Productions, Paris, France

1993-1995

Independent film production companies

Producer & Researcher

Produced short film and did research for documentary films.

Aviso Art Association, Conflans Ste. Honorine, France

1992-1994

Art Association

Co-founder, Secretary (bilingual), Artist Member

Organized artistic events & exhibited artwork.

The Arts Council of Great Britain, London, England

1990-1991

Arts funding body

Assistant to the Director of Film & Video

Arts administration.

The Royal Academy of Arts, London, England **1987-1990**
Museum and academy
Assistant to the Director of the Friends of the RA
Membership and events organization.

Angela Flowers Gallery, London, England **1986-1987**
Art gallery
Gallery Assistant
Arts administration.

Diana Hobstetter, Artist **ongoing**
Created and exhibited art internationally.

Education History

Design seminars, Los Angeles, CA and environs **1998-2006**
Multiple seminars in Photoshop, Dreamweaver, and Flash to continue to improve design skills.

Open Studio: Artists Online, Los Angeles, CA **1997**
Program funded by the National Endowment of the Arts and the Benton Foundation to teach artists and art organizations to develop web sites. Learned first web design skills.

Bowdoin College, Brunswick, ME **1982-1986**
BA in Fine Arts. Graduated Cum Laude. Included a semester at Syracuse University, London, England.