DIANA COOPER

Rogers, AR • 479-871-1446 • diana@cooper-creative.com
linkedin.com/in/diana-cooper-68b405a/

CAREER SUMMARY

- *Versatile and dedicated creative professional with a passion for bringing innovative ideas to life at retail for my clients through effective design for retail environments, production management and client interaction*

- *Expertise spanning art direction, POP display design, experience design, 3D rendering, print/digital file production, and solving multitudes of complex creative and production challenges*

- *Demonstrated ability to manage teams, lead projects and engage effectively with clients.*

EXPERTISE

Software & Tools: Adobe Creative Suite, SketchUp, Cinema 4D, Esko Studio Design Suite, Microsoft Office, Workfront/Asana, Large Format Printers, Kongsberg Cutting Table

Skills: Creative Leadership, Print Production, Art Direction, POP Display Design, 3D Renderings, Problem Solving, Adaptability, Detail-Oriented, Team Player, Self-Motivated

---

EXPERIENCE

Tracy Locke (formerly The Integer Group)   **2020 – 2025**

Associate Design Director / Sr. Designer, Retail

- Collaborated with large teams of creatives and account managers to develop integrated large-scale National campaigns for a major CPG client
- Successfully and consistently delivered innovative POP display concepts for multiple client teams, including Frito-Lay, Pepsico, Proctor & Gamble, Starbucks, Kenvue and others–driven by quick-turnaround demands and a proven ability to meet tight deadlines
- Recognized among peers as the go-to expert for structural design, interpretation of dielines and color accuracy
- Integrated Esko Studio Suite into the POP display production workflow for the Frito-Lay client, streamlining the creation of final art 3D display renders for the client sales team using final art mechanicals and dielines.
- Created a best-in-class POP process document from the ground up for internal training and on-boarding

The Integer Group   **2012-2020**

Senior Studio Production Designer

- Created 3D renderings for POP displays, retail signage, and consumer packaging, focusing on dramatic yet effective visuals while maintaining brand and retailer standards
- Designed and built final art mechanicals for packaging, displays and signage with extreme accuracy for a multitude of clients including Kellogg's and Mars/Wrigley
- Selected and worked with outside print vendors to procure packaging and display mock-ups, often on tight budgets and deadlines, meeting and exceeding expectations every time
- Addressed many complex challenges relating to needs vs. budget and/or timing constraints using creative problem solving skills

Williams Lea   **2010-2011**

Senior Account Executive (Project)

- Built positive relationships within large retail client and managed their perceptions and expectations of Point of Sale printed materials
- Collaborated with internal teams to procure POS print services, ensuring on-time, on-budget delivery that met all specifications, quality standards, and contractual requirements
- Constantly updated client on current project status through daily meetings and reports, while balancing multiple timelines and deadlines
- Defined new opportunities that would enhance current processes and ultimately improved client's budget and bottom line
- Ensured quality standards through methods such as ink drawdowns, press form reviews, attending press checks, and standardizing corporate colors across multiple substrates and vendors, ultimately reducing COE's

Bravis Marketing Agency   **2012-2020**

Senior Account Executive / Designer

- Served in a hybrid client-facing and design role, meeting with high-profile clients to gather direction and feedback
- Applied these insights to the design and production of corrugated POP displays, packaging, signage, and mock-ups using software and production equipment, including large-format printers, laminators, and a Kongsberg cutting table.
- Designed and executed multiple large-scale WOW displays for client sales and planning meetings

EDUCATION

Bachelor of Arts, Graphic Design

Arkansas Tech University, Russellville, AR