

# HELLO, MY NAME IS DIANA ALBRECHT.

I'M HERE TO IMPRESS YOU WITH MY BRAINS, WITS, AND WEIRD THINGS THAT EMPLOYERS ARE SUPPOSED TO FIND ENDEARING IN ORDER TO PROVE THAT I AM WELL QUALIFIED FOR THIS JOB AND ALSO HAVE A PERSONALITY.

[dianaalbrecht33@gmail.com](mailto:dianaalbrecht33@gmail.com) / [diana-albrecht.com](http://diana-albrecht.com) / [@dalbrecht3](https://twitter.com/dalbrecht3)

---

## ABOUT ME

Outside of work, you can find me on the trail, happily dancing by myself, or swinging in the trees. I'd like to claim myself as a significantly above average brunch chef and one of the best kitty cuddlers. As a proud Korean adoptee, I know where to buy the most delicious kimchi and prettiest place to picnic with said kimchi.

Now that I've thrown a bunch of superlatives at you, here's another one: the simplest reason behind my creative process - honest story telling. It's the *why* that drives the work. To propel authentic, human-centered messaging into the world which has the potential to incite radical change is what compels me to create. Also, I not only know what looks fantastic, but am a hard core believer in strong strategy to reinforce all that I do. I think critically and create passionately. Are you impressed, yet?

---

## RAD PLACES I'VE IMPRESSED SO FAR

2023

### BYTE

*senior art director*  
brand creative

2021-2022

### NIKE / INSIGHT GLOBAL

*art director, contract*  
global women's brand creative

2017-2021

### KNOCK INC.

*senior art director*  
clients: target, la marca, planned parenthood

*art director*

clients: target, mall of america

2016-2017

### BBDO MINNEAPOLIS

*social art director*  
clients include: jennie-o turkey, SPAM, hormel chili, black label bacon, S&W beans

*social designer*

clients: same as above. you hungry?

## OTHER THINGS TO IMPRESS YOU

### SMARTS

*university of minnesota - twin cities*

B.A strategic communications

Magna Cum Laude

design minor

dean's list

### COOL SKILLS

conceptual art direction

photo art direction

social media strategy & content creation

photography

photo retouching

adobe photoshop

adobe lightroom

adobe indesign

### OTHER IMPORTANT THINGS

MCAD, design leadership institute mentor, 2021

CAAL, spark leadership grant, 2020

target, best of bullseye, 2019

ad fed, the show, bronze, 2018

ad fed, 32under32 nominee, 2017