DIANA HOBSTETTER

CONTACT

Diana@SevenBlocksDesign.com

825 Wilshire Blvd. #231
Santa Monica, CA 90401

(424) 272-5767

SevenBlocksDesign.com

LinkedIn.com/in/DianaHobstetter

SKILLS

- Web Design
- Graphic Design
- User Experience
- Client Relations
- Project Management
- Training

TOOLS

- WordPress
- Squarespace
- Shopify
- Photoshop
- Illustrator
- InDesign
- Email Marketing Apps

PROFILE

I love to make businesses look good and use design to enhance communication. I am creative, yet pragmatic. I look at the big picture as well as the details. I review options and best practices. I empower people to utilize their websites and social media to build their businesses.

DESIGN EXPERIENCE

SEVEN BLOCKS DESIGN
2012-PRESENT

OWNER / WEB DESIGNER

- Work with clients from start to finish of branding, website and online presence.
- Define goals and strategy, create branding and design direction.
- Build Responsive websites with WordPress, Squarespace, and Shopify.
- Site maintenance and security.
- Train clients to update site content.
- Develop and implement marketing strategies.
- Expanded offerings for clients in 2014 by building a Team-At-Large with a print specialist, SEO & analytics specialist, and developers.
- Clients include Santa Monica Plastics, Strand Releasing, Crossroads School, and a variety of businesses and creatives.

SECOND STREET DESIGN STUDIO
2002-2011

OWNER / WEB DESIGNER

- Designed and built HTML websites with Dreamweaver.
- Trained clients to update sites with Adobe Contribute.
- Clients included Michael Steinhardt Judaica Collection, Aunt Gussie's Cookies & Crackers, and small businesses.

TECH III, INC.
1997-2001

WEB DESIGNER

- Designed and built HTML websites.
- Clients included Naked Juice, KABC, E!Online.

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INTERESTS

- Music
- Art
- Design
- Communication Arts

LANGUAGES

- English
- French

OTHER EXPERIENCE

MUSICIAN — 2005-PRESENT

ACCORDIONIST/SINGER, LOS ANGELES, CA

Performed as Mrs. Hobbs, and in Westover/Hobbs, The Ooks of Hazzard, Ketchup Soup, Big in Bremen, Free Reed Conspiracy, and Dorian Wood's Difficult Women Choir.

MUSIC EVENT ORGANIZER — 2011-2012

ACCORDION BABES REVUES, LOS ANGELES, CA

Booked venues and bands for music events. Marketed events through social media and online ad campaigns.

VISUAL ARTIST — 1990-PRESENT

LOS ANGELES, CA & FRANCE

Exhibited at Patricia Correia Gallery, Bobbie Greenfield Gallery, The Brewery, Half A Dozen Rose, and more.

SCHOOL ART PROGRAM — 2005-2010

REFLECTIONS ART PROGRAM, SANTA MONICA, CA

Coordinated student art workshops, art contest submissions, art show and awards event. Supervised volunteers and judges.

NON-PROFIT ART ORGANIZATION CO-FOUNDER — 1990-1991

AVISO ART ASSOCIATION, FRANCE

Presented concerts, exhibitions, and theatrical performances on a barge on the Seine River.

ARTS ADMINISTRATION — 1986-1990

ARTS COUNCIL OF GREAT BRITAIN, ROYAL ACADEMY OF ARTS, ANGELA FLOWERS GALLERY, LONDON, ENGLAND

Arts administration and event organization.

EDUCATION & TRAINING

SEMINARS — 2012-PRESENT

LOS ANGELES, CA

- WordCamps (WordPress), UX Camps (User Experience), Design & Tech Meetups, Aquent Gymnasium (Online Courses).
- Topics: Responsive Design, WordPress Plugins, Google Analytics, Photoshop Techniques, Illustrator Techniques, Typography, CSS/HTML, Web Security, Social Media

BOWDOIN COLLEGE — 1982-1986

BA IN FINE ARTS, GRADUATED CUM LAUDE, BRUNSWICK, MAINE