Diana Lafazan

Brand & Digital Designer

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PROFILE

Brand and digital designer with 13 years across agencies, banking, broadcast and web, in the U.S. and Latin America. I design brands and ship the websites that carry them: identity, packaging, campaigns and broadcast graphics, plus websites I design in Figma and build and launch myself in Framer.

SKILLS

Brand	Identity systems, guidelines, typography, color, art direction
Print & packaging	Label and SKU systems, production files, large-format and environmental graphics
Campaign & motion	Social, out-of-home, broadcast and live graphics, animation
Web	Site structure, UI design, responsive layouts, Framer build and maintenance
AI in my workflow	AI-assisted design workflows: Claude and Claude Code agents for research, copy and coded sites; art-directed imagery where a shoot isn't possible (Midjourney, Nano Banana, ComfyUI, Grok Imagine)
Tools	Illustrator, Photoshop, InDesign, After Effects, Figma, Framer, Rhino, KeyShot

EXPERIENCE

Grupo BOGA, Paraguay (remote) — Mar 2024 – Present

Freelance Brand & Web Designer · Live: automotor.com.py · carmotor.com.py · empedril.com.py

- Sole designer: design, build and maintain four companies' websites, each brand consistent from identity to live site.
- Art-directed AI-generated imagery for the BOGA holding group, whose sectors couldn't be photographed in one budget, and shot Empedril's site on the company's own fields.
- Automotor: nine vehicle brands in one site, with a 21–page branch system across four cities that I still maintain.
- When the developer left the day before Empedril's launch, rebuilt the site myself in Framer in 24 hours and launched on schedule. The group has since added three more of its companies.

America Coffee Co. — 2024

Freelance Brand & Packaging Designer

- Sole designer of the rebrand, label system and production files for a U.S. coffee brand: 8 blends and 14 single origins, whole bean and ground (44 SKUs), later extended to pods and 5 lb bags with no new rules.

Malka Media, California — Apr 2023 – Jan 2024

Senior Designer

- As part of Malka's design team, designed campaign and broadcast assets across seven accounts at once, including Showtime Championship Boxing, The Stephen A. Smith Show and four podcasts.
- Built a template system for each pay-per-view fight (countdowns, fighter stats, live slates, result cards) with win and loss variants ready before fight night, including Spence Jr vs Crawford (July 2023).

ueno Bank (Grupo Vázquez), Paraguay — Jul 2021 – Feb 2023

Senior Designer · in-house team

- Designed the bank's launch: countdown campaign, event invitation and screens, and manifesto. Animated the logo from the brand's idea that it flows like water.
- Rolled the identity out to animated billboards in 18 sizes at 15 locations, Visa cards, ATMs and print.

Agencies & studios, Paraguay — Nov 2017 – Jul 2021

Latamclick and Triciclo, Designer II · Genovese Consultora, Mid-Level Designer

- Social and digital ad campaigns, motion graphics, packaging design and 3D product renders (Rhino, KeyShot).

Earlier — 2013 – 2017

AIESEC, Brand Specialist · National University of Asunción, Designer · Paraguayan American Cultural Center, Jr. Designer

EDUCATION

Master's in Art Direction, Barcelona H. School of Design, Spain — 2021

Industrial Design, Graphic Design specialization, National University of Asunción, Paraguay — 2020

Google UX Design Professional Certificate, Coursera — 2025 – in progress