

# Diane Ferrera

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## A BIT ABOUT ME...

- New York City-based designer with over two decades of experience
- Varied background — from art director of a less than respectable magazine to a Fortune 500 company
- Experience working independently
- Led teams of up to 12 designers
- BFA in Graphic Design
- Later earned an MS in Data Analytics and Visualization
- Happiest when working with data
- Equally comfortable in Adobe Illustrator and Microsoft Excel

## Education

### Pratt Institute

#### School of Information

Data Analytics and  
Visualization, MS

Spatial Analysis and  
Design, certificate

### Columbia | Engineering

Data Analytics Boot Camp,  
certificate

### Boston University

#### College of Fine Arts

Graphic Design, BFA

## Tools

- + Adobe Illustrator
- + Adobe InDesign
- + Adobe Photoshop
- + Microsoft Excel
- + HTML / CSS
- + QGIS
- + Python
- + R
- + JavaScript / D3

## Experience | Current Role

### JLL (formerly HFF)

Fortune 500 Company - Capital Markets Division, New York City

#### Art Director • 2017-Present

*Leading design for strategic investment materials, I transform complex financial data into polished, client-ready narratives while guiding a high-performing creative team.*

### KEY CONTRIBUTIONS & RESPONSIBILITIES

- Lead a team of five designers, overseeing project management, creative direction, and workflow optimization
- Direct production of branded offering memorandums and sales enablement materials for deal teams and clients
- Led the 2019 corporate merger integration, unifying 12 designers across five separate groups into one cohesive team
- Managed the transition from fully in-office operations to a flexible remote model, increasing productivity and improving quality
- Recruit, hire, and mentor junior and senior design staff; manage collaborations with external vendors (photographers, illustrators, printers)
- Improved team efficiency and deliverable quality through streamlined workflows, resource libraries, and best-practice standards

### 2025 STATS

- NYC team advised on \$47.2 billion in investment sales, equity and debt transaction volume
- Design team completed 300+ projects (~8,500 pages)
- Personally executed 66 projects (~20% of total output)
- Achieved nearly 40% growth in team output since 2023