



# Diana Bayless

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## objective

- :: to thrive in a busy, positive working environment
- :: to produce stimulating content by utilizing quality ideas and talent
- :: to learn new technologies, become aware of innovations, and increase my marketability

## education

University of Oklahoma, 2006  
MA, Journalism and Mass Communication  
:: studied the effects of media and advertising, theory and application of mass communication, and completed a quantitative analysis on the effects of online advertising

University of Oklahoma, 2000  
BFA, Visual Communications,  
minor in Art History  
:: followed a structured 4 year program of graphic design with an emphasis on typography, photography, conceptual development, the presentation of solutions to design problems, and the integration of traditional and new media

## skills

:: capable on both PC and Macintosh platforms  
:: Adobe Creative Suite 3 (Photoshop, InDesign, Acrobat Pro, and Illustrator), Quark, Illustrator, Macromedia Dreamweaver, Flash, FreeHand, Microsoft Office, HTML, CSS.

references attached.

recommendations can be found at  
<http://www.linkedin.com/in/wideshotstudios>

## experience

**wideshot studios, LLC, 4/2007 - present**

Owner, Producer, Creative Director

- :: Writer and Production Freelancer for Hub Ltd (Portland, OR)
- :: Prepress production freelancer for McIntyre Direct (Vancouver, WA)
- :: Producer and Production Manager of *Steeped* (2008), a short drama
- :: Producer and Production Manager of *The Mixtress* (2008), a short documentary
- :: Producer and First Assistant Director of *The Art of Kissing* (2007), a feature comedy
- :: Producer of *Odd, Oklahoma* (2007), a short comedy
- :: Producer of *Miss Paula Sophia* (2008), a feature documentary (ongoing)
- :: Producer of *Oklahoma Biofuels Futures* (2007), a promotional film
- :: Producer of two web-based commercials for Fix Strips ([fixstrips.com](http://fixstrips.com))
- :: Online PR strategist for Double Eagle Holdings, a Tulsa-based company managing several Web sites, including [fixstrips.com](http://fixstrips.com) and [ultimatecollegemodel.com](http://ultimatecollegemodel.com). Also, Producer of two web broadcast commercials for Fix Strips.
- :: Created miscellaneous product, apparel, and print designs for Sonic Drive-Thru, Oklahoma State University, the University of Oklahoma, Nancy Larsen Publishing, and individual clients.

**University of Oklahoma, 5/2003-4/2007**

Assistant Director, Alumni Association

Director of Communications and Editor of OU People

- :: Editor and Graphic Designer for the annual magazine, OU People, which was distributed to 175,000 alumni - helped restructure the content and identity of the magazine and edited using AP Style guidelines
- :: designed all communication materials for the Alumni Association, including newsletters, invitations, postcards, signage for special events, promotional products, and other miscellaneous materials
- :: helped organize, strategize, and market new alumni programs, such as the OU Legacy Program, the Online Community, and the Paver Program
- :: designed and maintained the Web site for the OU Alumni Association (<http://alumni.ou.edu>); administrator for Web utilities; and Web support for alumni users
- :: designed and sent the monthly electronic newsletter, which was E-mailed to 70,000 alumni

**University of Oklahoma, 11/2000-5/2003**

Webmaster

- :: designed and maintained the website for Housing and Food Services
- :: designed and maintained the website for the Oklahoma Memorial Union
- :: designed an informational booklet distributed to prospective students.
- :: created 360 degree online tours
- :: worked with online streaming media

**PDC Multimedia Productions, 1999-2000**

Production Assistant and On-Site Tech

- :: designed graphics for display at various conventions held nationwide
- :: worked on location with audio visual equipment