

David W. Dieter

Summary: Inspirational, detail-oriented Art Director with over 10 years of award winning design experience delivering strategic, consumer centered branded experiences for clients worldwide.

Objective: Seeking senior design management role at innovative, multi-media agency creating extraordinary brand stories and communications for clients worldwide.

QUALIFICATIONS

- Deep ability to research, observe, and ideate the vision of an organization and translate into design mediums and platforms.
- Indepth knowledge of print and digital production processes, technical requirements, information architecture, UX and UI.
- Proven ability to apply critical thinking and problem solving techniques for client projects and solutions.
- Extensive agency and marketing principles for multi-disciplined projects.
- Proficient graphic software skills in Adobe Creative Suite, Flash, HTML, Microsoft and Mac OS X platforms.
- Proven ability to work in a multimedia, cross-team environment.
- Strong ability to communicate effectively, both orally and in writing, with all levels of management, employees, vendors, creative resources, the general public and in client presentations.
- Consistent ability to establish and maintain working relationships with all levels of staff, vendors, customers, and coworkers.
- Profound knowledge of office practices, process & procedures, scheduling and documentation requirements.

WORK EXPERIENCE

Studiosdwd, San Francisco, California and Shanghai, China (July 2005 – present)
Owner, Art Director and Communications Designer

Current clients and design roles:

IDEO, Shanghai, China (November 2010 - September 2011)

Freelance Senior Communications Designer

- Conducted research and developed observations across multiple business units; applied insights to client presentations and project designs.
- Facilitated and designed relevant brand models to accompany research, strategy, client presentations and insights.
- Worked independently and with international team to create and write brand strategy, project content and design language philosophy.
- Worked independently and with team to develop all client presentations through storytelling relevant to research and brand strategy.
- Worked to create high level design concepts for new design language.
- Provided artistic and senior graphic and strategic leadership in branding, presentations and print media for team.
- Supervised design, production and materials stage of project.
- Mentored junior communication designer and provided performance reviews.

that's Shanghai Magazine, Shanghai, China (March 2008 - September 2011)

Freelance Art Director

- Manages an international design team of eight staff in creating high quality print and digital products for English readers in Shanghai.
- Provides artistic, strategic and graphic leadership for editorial, design, sales, and marketing departments as the 'creative engine'.
- Develops yearly production department budgets, staffing resourcing, project scheduling and presents annual department plan to CEO.
- Hires, supervises and directs external resources in animation, video, photography and illustration to ensure budgets and timelines are met.
- Collaborates daily with the Editor-in-chiefs on products' brand, tone and visual design.
- Develops all creative briefs to accompany marketing and editorial plans for products.
- Independently approves proofs and supervises press runs.
- Enforces adherence to product brands ensuring consistency and quality by establishing process documentation for sign off and proofing.
- Remains abreast of contemporary design trends, techniques and technology through industry periodicals, vendors and online affiliations.
- Recruits, hires, reviews and mentors staff of designers and production artists while facilitating 'Inspiration Idea' workshops that results in personnel promotion and high quality, consumer focused products attracting increased advertising sales.

Clients included at Studiosdwd: LA Times Interactive, IDEO, RELAY, Travelzen, AmCham, Shanghai, Tiger Medical Products, Soozar, Urbanatomy, Armstrong & Teasdale, LLC., Nortel, Novint, and Quality Assurance International

Academy of Art University, San Francisco, California (July 2005 – December 2005)

New Media Instructor

- Instructed entering design students in the Concept, Design & Process course providing information and assignments on the elements and principles of design.
- Instructed graduating design students in the Senior Project Studio course providing assignments and critiques to prepare students for industry level projects exploring concepts, research techniques, design principles, project timelines, budgeting, art direction and project management.

Tractor, San Francisco, California (January 2000 - December 2005)

Cofounder, Principal and Art Director

- Founded award winning multi-media design firm that experienced growth in the first three years and managed it to profitability within 2 years.
- Rapidly marketed firm's brand and reputation through innovative design and management processes and was rewarded with industry wide recognition of our work within 3 years; results included inquiries by industry peers and competitors to buy out our well established firm and brand.

- Partnered on business development efforts and created accompanying project scope, pricing and resources for client proposals.
- Conducted research and observations process during consumer workshops supporting brand briefs and project goals.
- Worked independently and with others to develop award winning print and digital solutions: print, interactive, web, applications and rich media.
- Provided vision and graphic leadership to design staff, copywriters and producers.
- Supervised projects to adhere to customized company design process for team, organization and project success from kick-off to delivery.
- Supervised and directed outside suppliers of designs, animations, video, photography and illustrations on projects to assure budgets are met.
- Developed creative briefs to accompany brand summary documents.
- Independently approved proofs and supervised press runs when necessary.
- Built firm from inception to a staff of over 15; mentored and managed staff of designers, photographers, developers and producers.

Past clients: MTV, Comcast, PBS, KQED, SEGA, MUNI, Oral B, The Discovery Channel, DLNA, RCA, Virgin, Akimbo, MOXI, 2Wire, Interbrand

Maus Haus, San Mateo, California (February 1999 – January 2000)
Interactive Graphic Designer

- Worked with company creative directors and project managers daily to meet project objectives for brand, print and interactive design projects
- Designed logos, print and interactive systems for clients
- Programmed and maintained company website using Flash

Clients included: Intel, Carclub, Ebay, eFax, Sprint

Hutner Design, San Francisco, California (August 1997 – January 1999)
Freelance Graphic Designer

- Worked with company creative director to meet project objectives for brand and print design projects
- Designed logos and print collateral systems for bay area clients

EDUCATION

BFA Fine Arts
Art Center College of Design (Honors in Graphic Design & Packaging), September 1994 – June 1997
Pasadena, California

BFA Humanities (Art History)
University of California, Los Angeles, September 1991 – April 1994
Los Angeles, California

LANGUAGE

English
Fluent - Reading and Writing

Chinese
Conversational

Recommendations available upon request