

David W. Dieter

BRAND + VISUAL + PRODUCT DESIGN

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SUMMARY

Versatile senior digital and product designer with award-winning global experience delivering strategic, human-centered design experiences across all channels. Skilled at translating business goals into visual systems, product interfaces and campaigns that drive engagement and growth. Brings a hybrid background in brand, visual design, UI/UX for AI products (Certified), and art direction for companies ranging from early-stage startups to Apple, Intuit, Visa, IDEO, and PMI.

EDUCATION

Art Center College of Design, Pasadena

BFA, Fine Arts (Honors in Graphic Design, Interactive Design)

University of California, Los Angeles (UCLA)

BFA, Humanities (Art History)

CORE SKILLS

- **Design leadership:** Creative direction, art direction, mentoring, cross-functional collaboration
- **Content & storytelling:** Presentation design, typography, narrative and messaging for digital products
- **Brand & marketing:** Campaign concepting, visual identity, motion, email and social content
- **Product & UX:** Design systems, responsive UI, prototyping, testing, documentation
- **Front-end awareness:** HTML/CSS for marketing emails and landing pages

TOOLS

Figma • Adobe Creative Cloud (ie: Photoshop, Illustrator, InDesign, After Effects) • Canva • PowerPoint • Dreamweaver • HTML/CSS • Adobe Firefly & other AI-based design tools

CERTIFICATIONS

UI/UX Design for AI Products

Stanford

Online Responsive Website Design

University of London

User Experience: Research and Prototyping

University of California, San Diego

Introduction to User Interface Design

University of Minnesota

AWARD HIGHLIGHT

Apple "World Gallery: Shot on iPhone"

Cannes Grand Prix

LANGUAGES

English (Native)

PROFESSIONAL EXPERIENCE

Senior Marketing Digital Designer

Visa University (Visa Inc.), USA • October 2024–Present

- Design, write, and ship digital campaign content for monthly email and LinkedIn initiatives targeting Visa University customers and clients.
- Create visual design, HTML emails, and LinkedIn ads for events, programs, and product communications, consistently meeting monthly marketing deadlines.
- Manage the VU.com LinkedIn presence, including planning posts, designing assets, writing copy, and monitoring analytics to refine content.
- Work in Figma and Adobe CC to deliver cohesive, on-brand digital experiences across channels.

Founder • Creative Director

Studiodwd Design, USA • January 2024–Present

- Partner with startups and established brands to deliver end-to-end design solutions across branding, UX/UI, marketing campaigns, and product experiences.
- Lead research, strategy, prototyping, and testing to inform digital products, and content using Figma, Adobe CC, and AI design tools.

Lead Visual & Product Designer

Project Management Institute (PMI), USA • December 2021–January 2024

- Served on the Design Systems team, using Figma to design and maintain the PMI design system library and its documentation.
- Designed key PMI products and experiences, including Membership, Certification, and Disciplined Agile Toolkit MVP, ensuring visual and interaction consistency.
- Collaborated with product, engineering, and marketing partners to implement scalable components and templates across digital experiences.

Senior Visual Designer

Intuit, USA • January 2018–December 2021

- Worked with the Marketing & Experience Design (MXD) and product teams on visual design solutions for digital and social channels for ProConnect Group products (ProSeries®, ProConnect Tax Online®, Lacerte®) and consumer products (TurboTax®, Turbo®, Premier®).
- Designed mobile experiences, webpages, landing pages, emails, and animations to support product launches and lifecycle campaigns.
- Contributed to A/B testing, iterating on visual treatments to improve performance across marketing funnels.

Senior Art Director

Apple (TBWA\Media Arts Lab), China • February 2013–August 2017

- Partnered with the Executive Creative Director to lead digital and out-of-home (OOH) campaigns for Apple in China, from concept through production.
- Conceptualized and designed integrated campaigns for iPhone, iTunes, and iPad, adapting global platforms to local markets.
- Led color testing, quality control, and brand stewardship for large-scale OOH campaigns, maintaining Apple's visual standards.
- Collaborated with photographers, editors, and retouchers on photo and video shoots across China.

Senior Communications Designer

IDEO, China • November 2010–January 2013

- Conducted research and synthesized insights across multiple business units, translating findings into visual frameworks and narratives.
- Developed brand models, visual systems, and design language documentation to support strategy and client presentations.
- Provided senior-level design leadership for branding, presentations, and print, and mentored junior communication designers.

Lead Art Director

that's Shanghai Magazine, China • March 2008–September 2011

- Led an 8-person international design team producing print and digital products for an English-language audience in Shanghai.
- Drove the visual direction and brand expression for editorial, sales, and marketing teams as the central creative leader working with all divisions to produce on-time monthly editions.
- Managed annual production budgets, staffing, and schedules; presented departmental plans to executive leadership.

Co-founder/Principal • Art Director

Tractor, USA • January 2000–2005

- Co-founded and grew an award-winning digital design studio to a team of 15+ creatives, reaching profitability within two years.
- Led brand development, digital campaigns, and interactive projects while co-owning business development, scoping, pricing, and resourcing.
- Directed animators, photographers, illustrators, and video teams, delivering work on time and within budget and earning industry recognition.