

# david dieter: senior designer

**Summary:** Inspirational, detail-oriented senior designer with award-winning design experience delivering strategic, human-centered digital experiences for client products and services.

**Objective:** Seeking senior design role at design, or product company delivering extraordinary, delightful, digital and visual experiences for customers.

## Qualifications

- Deep ability to research, observe, synthesize, and ideate the vision of a problem, and translate into creative strategy
- Proven ability to apply critical, problem solving and design thinking techniques for client creative challenges
- Experience leading, and mentoring design and production teams; brand and project workshops
- Extensive knowledge of branding, design, advertising and marketing principles for digital and integrated best practices
- Knowledge of responsive design, AI Generative Art, html, prototyping, design systems, animation, video, and accessibility rules
- Experience working on and with User Experience (UX) and User Interface (UI) teams (Mobile, Web and Software)
- Software skills in Adobe Creative Suite, AI Generative Art, Figma, InVision, Wordpress and Wix; Microsoft/Mac OS platforms
- Excellent verbal, and written communication skills

## Work Experience

### Project Management Institute, PA

Dec 2021 to present

#### Freelance Lead Visual & Product Designer (Remote)

- Working as a member of the Design System team to create design experiences for PMI products: Membership, Ethics, Certification, Disciplined Agile Toolkit MVP, the Design System Library and its documentation.

### Intuit, San Diego, California

Jan 2018 - Dec 2021

#### Freelance Senior Visual Designer

- Worked as a member of the Marketing and Experience Design (MXD) team and Product teams on relevant visual design solutions for digital and social media for Intuit ProConnect Group products: ProSeries®, ProConnect Tax Online® and Lacerte®, TurboTax®, Turbo® and Premier®
- Mobile design, website and landing page design, email design, animation design, and relevant digital solutions for marketing and product teams

### TBWA / Media Arts Lab, Shanghai, China

February 2013 – August, 2017

#### Senior Art Director

- Worked closely with the Executive Creative Director to achieve campaign goals for global, and local extensions
- Creative lead for digital, and Out-of-home (OOH) advertising campaigns in China
- Met with local Apple client to ensure, and achieve campaign goals, and present new ideas for the market
- Conceptualized and designed advertising campaigns for Apple iPhone, iTunes and iPad in the China market
- Facilitated color testing, and QC while monitoring the Apple brand for OOH campaigns
- Worked closely with photographers, video editors and re-touchers on photography, and video shoots for campaigns across China

### Interbrand, Shanghai, China

April 2012 - June 2013

#### Freelance Associate Design Director, Consumer Branding China

- Participated/lead conceptual workshop for China FMCG company
- Generated and designed packaging concepts for company product rebrand while coordinating presentation materials
- Scheduled project milestones and worked with account team to ensure timely project deliverables
- Mentored junior professional designers

### IDEO, Shanghai, China

November 2010 - January 2012

#### 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
- Provided artistic and senior graphic and strategic leadership in branding, presentations, and print media for team
- Mentored junior communication designer, and provided performance reviews

that's Shanghai Magazine, Shanghai, China

March 2008 - September 2011

Art Director

- Managed an international design team of 8 staff in creating high quality print, and digital products for English readers in Shanghai
- Provided artistic, strategic and graphic leadership for editorial, design, sales, and marketing departments as the 'creative engine'
- Developed yearly production department budgets, staffing resourcing, project scheduling and presented annual department plan to CEO
- Hired, supervised and directed external resources in animation, video, photography and illustration to ensure budgets and timelines are met
- Collaborated daily with the Editor-in-Chiefs on products' brand, tone and visual design
- Developed all creative briefs to accompany marketing and editorial plans for products
- Independently approved proofs, and supervised press runs
- Recruited, hired, reviewed and mentored staff of designers and production artists

Tractor, San Francisco, California

January 2000-2005

Co-founder, Principal and Art Director

- Founded award-winning, digital design firm that experienced growth in the first 3 years, and managed to profitability in 2 years
- Rapidly marketed firm's brand 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 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
- Supervised and directed outside suppliers of designs, animators, video, photography and illustrations meeting budgets
- Developed creative briefs to accompany brand summary documents
- Built firm from inception to a staff of over 15; mentored and managed staff of designers, photographers, developers and producers

Clients: MTV, Comcast, PBS, KQED, SEGA, MUNI, Oral B, The Discovery Channel, DLNA, RCA, Virgin, Kurzweil Artificial Intelligence

Certifications

Figma: Introduction to Design Systems, Online Course

July 2023

Figma Design Courses

Responsive Website Design, Online Course

May 2018

University of London, England

User Experience: Research and Prototyping, Online Course

April 2018

University of California, San Diego

Introduction to User Interface Design, Online Course

March 2018

University of Minnesota

Education

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

June 1997

Art Center College of Design

Pasadena, California

BFA Humanities (Art History)

April 1994

University of California, Los Angeles

Los Angeles, California

Awards

Cannes Grand Prix

2015-2016

World Gallery: Shot on iPhone

- MAL was awarded the company's first Cannes Grand Prix for the World Gallery global campaign advertising 'Shot on iPhone'
- Creative lead for the China team in OOH, print and digital media

Languages

English - Native; Mandarin Chinese - Conversational