

David W. Dieter

SENIOR VISUAL & PRODUCT DESIGNER

www.studiodwd.com



SUMMARY

Inspirational, versatile, detail-oriented senior visual and product designer with award-winning design experience delivering strategic, human-centered brand and digital experiences for client products and services.

CONTACT

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EDUCATION

Art Center College of Design
Pasadena, California
BFA Fine Arts (Honors in Graphic Design,
Interactive Design) June 1997

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

SKILLS

- Problem Solving & Design Thinking
- Creative Concepting & Strategy
- Visual, UX/UI, Product Design
- Creative & Art Direction
- Design System Expertise
- Typography, Animation, HTML/CSS
- Design Mentoring

SOFTWARE

Figma, Sketch, Adobe Creative Suite, PPT,
Keynote, Wordpress and Wix; Microsoft/Mac
OS platforms, AI Generative Art

CERTIFICATIONS

Introduction to Design Systems - Figma
Design Courses, January 2022

Responsive Website Design - University of
London, England, May 2018

User Experience: Research and Prototyping -
University of California, San Diego, April 2018

Introduction to User Interface Design -
Online Course - University of Minnesota,
March 2018

AWARD HIGHLIGHT

Apple: World Gallery: Shot on iPhone
Cannes Grand Prix, 2015-2016

LANGUAGES

English - Native; Chinese - Conversational

WORK EXPERIENCE

Project Management Institute, USA

Dec 2021 - January 2024

Contract Lead Visual & Product Designer (Remote)

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

Intuit, USA

Jan 2018 - Dec 2021

Contract 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, China

February 2013 – August, 2017

Senior Art Director

- Worked closely with the ECD 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
- Conceptualized, designed advertising campaigns for Apple iPhone, iTunes and iPad
- 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, China

April 2012 - June 2013

Contract 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, worked with account team to ensure timely project deliverables
- Mentored junior professional designers

IDEO, China

November 2010 - January 2012

Contract 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, 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 presents annual department plan to CEO
- 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

Tractor, USA

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 process during consumer workshops supporting project goals and briefs
- 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 creatives