

David W. Dieter

CUSTOMER EXPERIENCE + AI TRANSFORMATION BRAND + PRODUCT + SERVICE DESIGN

Portfolio: www.studiodwd.com
Email: dwdieter08@gmail.com
Phone: 858.212.4708
LinkedIn: www.linkedin.com/in/davidwdieter

SUMMARY

Customer Experience and AI Transformation leader with 20+ years of global experience connecting strategy, brand, digital product, and service experiences. Translates complex business goals into human-centered customer journeys, scalable design systems, digital products, and integrated communications that drive adoption, engagement, and growth. Brings hands-on experience across UX/UI, product design, experience strategy, brand systems, lifecycle marketing, content, and cross-functional delivery for organizations including Visa, Project Management Institute, Intuit, Apple, IDEO, and early-stage ventures. Particularly effective at helping teams identify where AI can improve customer interactions, content, personalization, and service journeys—then shaping practical, trusted, brand-aligned experiences from concept through implementation.

EDUCATION

Art Center College of Design, Pasadena
BFA (Honors in Graphic Design, Interactive Design)
University of California, Los Angeles (UCLA)
BFA, Humanities (Art History)

CORE SKILLS

CX & transformation

- Customer journey mapping and future-state experience design
- Human-centered AI and AI-enabled experience strategy
- Service design, digital transformation, and journey orchestration
- Experience visioning, workshop facilitation, and stakeholder alignment
- Customer-facing innovation, adoption, and change enablement

Product & UX

- Product strategy, UX/UI design, prototyping & usability testing
- Design systems, component libraries, and interaction standards
- Responsive web, mobile, lifecycle, and self-service experiences
- AI product UX, conversational experience, and content design
- Product, engineering, marketing, and design collaboration

Brand & communications

- Brand strategy, creative direction, and visual identity
- Integrated campaign development and lifecycle marketing
- Customer communications, content systems, & narratives
- Localization and global-to-market adaptation
- Art direction across digital, social, motion, photography, & OOH

Leadership & commercial

- Senior client and executive communications
- Team leadership, mentoring, and creative operations
- Business development, scoping, pricing, resourcing, and vendor management
- Cross-functional program leadership and delivery
- Research synthesis and strategic storytelling

CERTIFICATIONS

- UI/UX Design for AI Products — Stanford
- Responsive Website Design — University of London
- User Experience Research and Prototyping — University of California, San Diego
- Introduction to User Interface Design — University of Minnesota

TOOLS

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

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

- Led the design and delivery of integrated customer communications for Visa University, supporting engagement across email, LinkedIn, event, program, and product-marketing touchpoints.
- Translated program priorities and customer needs into clear, on-brand digital experiences, including campaign concepts, HTML email, social content, and event communications.
- Managed Visa University’s LinkedIn presence, combining editorial planning, copywriting, visual design, performance monitoring, and iterative optimization.
- Partnered across marketing and program stakeholders to maintain brand consistency, meet recurring campaign deadlines, and improve the relevance of customer-facing content.
- Used Figma, Adobe Creative Cloud, HTML/CSS, and AI-enabled design tools to create efficient, cohesive multi-channel experiences.

Founder & Creative Director Studiowd Design | USA | January 2024–Present

- Advise startups, established organizations on brand, digital product, UX/UI, marketing, & customer-experience design challenges.
- Lead end-to-end engagement work from research and strategic framing through experience concepts, prototyping, testing, and production-ready design direction.
- Help clients connect business objectives to practical customer journeys, content systems, product interfaces, and brand expression.
- Apply AI-enabled design tools and human-centered UX practices to explore new product, content, and service experiences while maintaining usability, trust, and brand alignment.
- Serve as a cross-functional design partner across strategy, product, marketing, and implementation teams.

Lead Visual & Product Designer Project Management Institute (PMI) | USA | December 2021–January 2024

- Helped advance PMI’s digital customer experience by creating scalable product, membership, certification, and learning experiences across a global professional community.
- Served on the Design Systems team, designing and maintaining Figma component libraries, standards, and documentation that supported consistent cross-product delivery.
- Designed key customer experiences spanning Membership, Certification, and the Disciplined Agile Toolkit MVP, balancing user needs, business goals, and implementation constraints.
- Partnered with product, engineering, marketing, and design teams to translate experience requirements into reusable components, templates, and interaction patterns.
- Contributed to a more unified digital ecosystem by strengthening consistency across customer journeys and product touchpoints.

Senior Visual Designer Intuit | USA | January 2018–December 2021

- Partnered with Marketing & Experience Design and product teams to create customer-facing digital experiences for Intuit’s professional tax portfolio and consumer brands, including ProSeries, ProConnect Tax Online, Lacerte, TurboTax, Turbo, and Premier.
- Designed mobile experiences, web pages, landing pages, email communications, social assets, and motion content supporting product launches, acquisition, engagement, and lifecycle marketing.
- Connected brand expression and product messaging across the marketing funnel, helping customers understand and engage with complex financial and tax products.
- Participated in A/B testing and iterative optimization of digital creative, using performance feedback to refine customer communications and conversion experiences.
- Collaborated across marketing, product, and experience-design stakeholders in a high-volume, enterprise-scale environment.

Senior Art Director Apple (TBWA\Media Arts Lab) | China | February 2013–August 2017

- Led integrated digital and out-of-home campaign development for Apple China, partnering with the Executive Creative Director from concept through production and market launch.
- Adapted global Apple platforms for Chinese audiences across iPhone, iPad, and iTunes, balancing local cultural relevance with rigorous global brand standards.
- Developed customer-facing campaign concepts and experience narratives across digital, retail-adjacent, social, photo, video, and large-scale OOH channels.
- Directed color testing, creative quality control, and brand stewardship for high-visibility campaigns across China.
- Led multidisciplinary production teams including photographers, editors, retouchers, animators, and external partners.

Senior Communications Designer IDEO | China | November 2010–January 2013

- Supported multidisciplinary innovation and strategy engagements by synthesizing research into clear visual frameworks, customer-centered narratives, and executive-ready communications.
- Translated complex insights from multiple business units into brand models, design-language systems, and strategic presentation tools.
- Helped clients make abstract strategy tangible through visual storytelling, service and experience concepts, and documentation that supported alignment and decision-making.
- Provided senior design leadership across branding, communications, and print while mentoring junior designers.
- Built a foundation in human-centered design and research synthesis that now informs experience and AI-transformation work.

Lead Art Director that’s Shanghai Magazine | China | March 2008–September 2011

- Led an eight-person international design team delivering print and digital editorial products for an English-language audience in Shanghai.
- Owned visual direction and brand expression across editorial, sales, and marketing, coordinating with all divisions to deliver monthly editions on time.
- Managed annual budgets, staffing, schedules, production quality, and departmental planning; presented plans and needs to executive leadership.
- Built and maintained a cohesive cross-channel content experience in a fast-paced, deadline-driven environment.

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, achieving profitability within two years.
- Led client engagements spanning brand development, interactive campaigns, digital design, and multimedia production.
- Co-owned business development, proposals, scoping, pricing, staffing, vendor management, and delivery operations.
- Directed multidisciplinary teams of designers, animators, photographers, illustrators, and video specialists to deliver client work on time and within budget.
- Built early experience in the commercial and operational dimensions of agency and consulting work.