

David W. Dieter

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)

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

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

Responsive Website Design - University of
London, England

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

Introduction to User Interface Design -
Online Course - University of Minnesota

AWARD HIGHLIGHT

Apple: World Gallery: Shot on iPhone
Cannes Grand Prix

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 using Figma to create PMI products: Membership, 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