

# DAVID W. DIETER

www.studiodwd.com | dwdieter@yahoo.com | p: (858) 212-4708

**Summary:** Inspirational, detail-oriented senior art director with award-winning design experience delivering strategic, consumer-centered brand experiences for clients worldwide.

**Objective:** Seeking senior creative role at innovative, design and marketing company creating extraordinary brand stories, products, and communications for clients worldwide.

## QUALIFICATIONS

- Deep ability to research, observe, and ideate the vision of an organization, and translate into design media
- Proven ability to apply critical, design thinking, and problem solving techniques for client project solutions
- Experience leading, and mentoring creative and production teams
- Extensive knowledge of branding, design, advertising and marketing principles for integrated projects
- Experience working with UX, UI and technology teams
- Knowledge of digital, print and video design, and best practices
- Proficient graphic software skills in Adobe Creative Suite; Wordpress and Wix; Microsoft, and Mac OS platforms
- Excellent verbal, and written communication skills

## WORK EXPERIENCE

### **TBWA / Media Arts Lab, Shanghai, China** **Senior Art Director**

**February 2013 – August, 2017**

- 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 retouchers on photography, and video shoots for campaigns across China

### **Studiodwd, Worldwide** **Founder / Creative Director**

**2005-2018**

(Studiodwd freelance roles:)

### **Interbrand, Shanghai, China** **Freelance Associate Design Director, Consumer Branding China**

**April 2012 - June 2012**

- Participated in concepts 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 designer

### **IDEO, Shanghai, China** **Freelance Senior Communications Designer**

**November 2010 - January 2012**

- 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** **Freelance Art Director**

**March 2008 - September 2011**

- 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
- 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

### **Academy of Art University, San Francisco, California** **New Media Instructor**

**2005**

- Instructed entering design students in Concept, Design & Process courses on the elements and principles of design
- Instructed graduating design students in the Senior Project Studio course providing assignments and critiques to prepare students for industry level projects exploring concepts, research techniques, design principles, project timelines, budgeting, art direction and project management

**Tractor, San Francisco, California January**

**2000-2005**

**Co-founder, Principal and Art Director**

- Founded award-winning, multimedia 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 well 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**

**Responsive Website Design**

**May 2018**

University of London, England

Online Course

**User Experience: Research and Prototyping**

**April 2018**

University of California, San Diego

Online Course

**Introduction to User Interface Design**

**March 2018**

University of Minnesota

Online Course

**EDUCATION**

**BFA Fine Arts (Graphic Design and Packaging)**

**June 1997**

Art Center College of Design (Honors in Graphic Design & Packaging)

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 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

**LANGUAGE**

English

- Native

Mandarin Chinese

- Conversational