

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

Objective: Seeking visual, or graphic design role at design company delivering extraordinary communications for customers.

Qualifications

- Deep ability to research, observe, and ideate the vision of an organization, 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
- Extensive knowledge of branding, design, advertising and marketing principles for digital and integrated projects
- Knowledge of digital responsive design, html, print, prototyping and video editing, and best practices
- Experience working on and with User Experience (UX) and User Interface (UI) teams (Mobile, Web and Software)
- Software skills in Adobe Creative Suite, After Effects, Sketch, Figma, XD, InVision; Lingo, Zeplin, Wordpress and Wix; Mac OS platforms
- Excellent verbal, and written communication skills

Work Experience

Intuit **2018 - present**

Freelance Senior Visual Designer, San Diego, California

- Working as 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

Studiodwd, USA**2017-2018****Visual Designer, San Diego, California**

- Working with entrepreneurs, agencies and clients on integrated, design projects

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

Studiodwd, Worldwide**Owner / Design Director**

(Studiodwd freelance roles:)

Interbrand, Shanghai, China**April 2012 - June 2012****Freelance Associate Design Director, Consumer Branding China**

- 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**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 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

February - June 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, 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

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

Languages

English

- Native

Mandarin Chinese

- Conversational

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