



TEYLOR DICHIARA

digital designer lead with a commitment to brand impact, a keen understanding of user experience, and a passion for strategic multi-disciplinary approaches.

PORTFOLIO

www.teylordichiara.com

CONTACT

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EDUCATION

Fashion Institute of Design & Merchandising
2000-2002 | Los Angeles

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

INNOCEAN | 2019-2023 | HUNTINGTON BCH

Led design team on Genesis.com

Oversaw redesign of site navigation, homepage, BYO and financing tools

Worked closely with UX team to concept and develop new pages, components and continued maintenance work

Created mood boards, shot lists and creative direction for multiple shoots

SR DIGITAL DESIGNER

DEUTSCH LA | 2015-2019 | LA

Established direction for design concepts, leading creative through project life-span

Executed concepts, UI/UX designs and prototypes

Presented concepts to clients and synthesized feedback

Partnered with account and technical managers to scope and solutionize projects

Improved productivity and workflow between design and development teams

SR ART DIRECTOR

TEAM ONE | 2012-2014 | LA

SR ART DIRECTOR

DEUTSCH LA | 2007-2012 | LA

DESIGNER / ART DIRECTOR

FREELANCE | 2003-2007 | LA

DESIGNER

SEBASTIAN INTL | 2003 | LA

DESIGNER

AG JEANS, KOO'S MFG | 2002 -2003 | LA

QUALIFICATIONS

Creative direction and team leadership

Client relations and project oversight

UI/wireframing/prototyping with Figma, Sketch and XD

Asset prep in Adobe Photoshop/Illustrator

Excellent interpersonal and communication skills

Web 3.0/CSS knowledge

SELECT CLIENTS

*Genesis
Volkswagen
esurance
Lexus
Dr Pepper
Pop Secret
fresh&easy
TGIFridays
Playstation
DirecTV
Mitsubishi
Acura
Saturn
GM
Anthem
Cici's pizza
Real California Cheese
Activision
Round Table Pizza
Body Glove
Snapple
Cingular
Old Navy
Fender
Mossimo
Coors
PacifiCare*