



TEYLOR DICHIARA

Right-brain / left-brain thinker that thrives in a fast-paced, collaborative environment; who's passionate about creating impactful, innovative digital experiences

PORTFOLIO

www.teylordichiara.com

CONTACT

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310.698.2818

EDUCATION

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

EXPERIENCE

LEAD PRODUCT DESIGNER – VISUAL

FREELANCE | 2024-CURRENT | LA

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

SENIOR 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

Improved productivity and workflow between design and development teams

SENIOR DIGITAL ART DIRECTOR

TEAM ONE | 2012-2014 | LA

SENIOR DIGITAL ART DIRECTOR

DEUTSCH LA | 2004-2012 | LA

DIGITAL DESIGNER / ART DIRECTOR

FREELANCE | 2003-2004 | LA

DESIGNER

SEBASTIAN INTL | 2003 | LA

DESIGNER

AG JEANS | 2002-2003 | LA

QUALIFICATIONS

20+ years of experience in digital design, with a keen understanding and focus on design systems, brand identity and information design

Expert-level craft in typography, layout, color, and composition across all outputs

Strong proficiency of Figma, Photoshop and Illustrator, as well as emerging design trends (Knowledge of After Effects, Principal and AI tools)

Team leadership and individual mentorship

Outstanding communication and presentation skills

SELECT CLIENTS

*Genesis
Volkswagen
esurance
Lexus
Dr Pepper
Pop Secret
fresh&easy
TGIFridays
Playstation
Kettle
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
Sebastian Intl/Trucco
NBC/Universal
World Industries*