



# TEYLOR DICHIAARA

Design thinker who thrives in a fast-paced, collaborative environment and is passionate about creating impactful digital experiences

## PORTFOLIO

[www.teylordichiara.com](http://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

Partnered with account and technical managers to scope and solutionize projects

Improved productivity and workflow between design and development teams

### SENIOR DIGITAL ART DIRECTOR

*TEAM ONE | 2012-2014 | LA*

### SENIOR DIGITAL ART DIRECTOR

*DEUTSCH LA | 2007-2012 | LA*

### DIGITAL DESIGNER / ART DIRECTOR

*FREELANCE | 2003-2007 | LA*

### DESIGNER

*SEBASTIAN INTL | 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  
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