

Hi I'm David Tang

Design leader with over a decade of experience adapting global brand and design systems for local and international markets, from Apple to adtech to challenger consumer brands. Track record coordinating design across multiple countries, offices and languages while keeping output consistent with a global system - and translating that system to feel genuinely local. Experienced influencing senior stakeholders - up to CMO and CEO level - through clear rationale and storytelling, mentoring designers, and leading creative work independently across ambiguous, fast-moving briefs.

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Experience

Senior Art Director The Trade Desk

Jun 2025 - Current

- Act as a visual identity reference point for the brand across APAC markets, ensuring design output stays consistent with a global system while adapting to local channel and audience needs.
- Partner with the Creative Director and global marketing teams to translate brand and campaign strategy into design executions across paid social, video, digital, audio, DOOH and print.
- Work with digital experience and performance teams to ground creative decisions in audience insight and communication objectives, rather than aesthetic preference alone.
- Mentor a small team of Art Directors and freelancers, and brief external partners to maintain quality and consistency across outsourced production.

Creative Lead Chatime

Oct 2024 - Jun 2025

- Adapted Chatime's global brand strategy for the Australian market, translating brand guidelines into local area marketing that stayed consistent with global positioning while genuinely resonating with a local audience.
- Strengthened brand identity through social content, photography and shoot direction, managing budgets and overseeing retouching and motion production to a consistent visual standard.

Design Lead Guzman y Gomez

Nov 2022 - Sep 2023

- Developed and refined GYG's brand identity and design system, ensuring consistent application across social, print, OOH, radio, in-restaurant collateral, events, app and web.
- Managed the in-house design studio — briefing, production and process for 500+ assets across major campaigns — and served as a trusted advisor to senior leadership including the CMO and CEO.
- Applied the brand system across omnichannel campaigns that delivered a 7% surge in average weekly sales and record-breaking restaurant sales.

International Design Lead Apple

May 2021 - Oct 2022

- Headed the Apple Podcasts design team and an external agency, coordinating a design team across three offices and editors across 13 countries to spotlight podcasters and podcasts through branded stories.
- Established style guides and production workflows to keep 50+ pieces of visual content produced weekly, in multiple languages, consistent with a single global system across every market.

Art Director / Visual Designer Apple

Sep 2014 - May 2021

- Defined the visual language and editorial voice for the App Store's redesigned Today Tab, adapting a global design system for a UK market of 40 million users.
- Directed teams of up to 35 designers, editors and producers across international offices, maintaining consistent brand execution for high-profile global launches including Dark Mode and the COVID-19 charity initiative "Drawn Together."
- Set the design direction for the iTunes and iBooks stores across Australia and New Zealand, adapting global creative for a regional audience while maintaining visual consistency across all devices.

Skills

Cross-market & Localisation Design • Brand & Design Systems • Cross-functional Stakeholder Leadership • Storytelling & Presentation • Team Mentorship • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Firefly) • Figma • Figma Weave

Education

Bachelor of Information Technology | University of Technology Sydney