Jesse Diehl

ART DIRECTOR & AI CREATIVE SYSTEMS ARCHITECT

I solve the tension between brand aesthetics and high-volume output, and build the systems that keep one idea consistent across every channel.

CONTACT

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SKILLS

Concept
Ideas and campaign concepts, always started on paper.

Art direction
Campaign and e-commerce shoots: casting, styling, set and light.

Creative systems
AI image and video pipelines, Claude Code skills and agents, templates and design systems.

Motion
2D and 3D animation, editing, paid social video.

TOOLS

Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Blender, Figma, Capture One

Claude Code, Nano Banana, Higgsfield, Midjourney

EDUCATION

2005 – 2009
Capilano University
Diploma, Illustration and Graphic Design

2004 – 2005
Northern Lights College
Fundamentals of Art

PROFILE

Senior art director in Vancouver with fifteen years across agency and in-house teams. At INDOCHINO I lead the visual identity and the AI workflows that turn one concept into a full campaign.

EXPERIENCE

INDOCHINO 07 2019 – Present
Senior Art Director 05 2026 – Present
Art Director 09 2020 – 05 2026
Senior Graphic Designer 07 2019 – 09 2020

- Scaled new Meta ads 3x against the same quarter last year.
- Cut email design time by 50% with a responsive MJML component system, brief to send-ready.
- Built the team's AI creative systems, from Asana brief to on-brand ads, email, print and web.
- Led the refreshed brand visual system those assets are built from.
- Built an in-house AI imagery pipeline for on-model and e-commerce images, with measured checks for fabric, colour and fit.
- Art directed the FW26 campaign Hold the Room and Spring Blues (2025), and shoot e-commerce photography.
- Art direct Black Friday as one omnichannel campaign: email, paid social, display, direct mail and showroom windows.

Ballistic Creative Arts Senior Graphic Designer 01 2019 – 07 2019
Mercer Creative Art Director 04 2018 – 10 2018
TAXI Art Director 04 2017 – 01 2018
Eagle Vision Video Lead Animator and Editor 10 2014 – 10 2016
Wasserman + Partners Advertising Art Director 12 2009 – 09 2014
Freelance Illustrator and Motion Designer 01 2012 – Present

SELECTED CLIENTS

INDOCHINO, Vancity, WorkSafeBC, ICBC, Panago, MEC, SaskTel, Sun-Rype, EarnIn, Brex, Port of Vancouver, Granville Island Brewing, Tourism Kelowna, London Drugs, Encorp Recycling, YMCA, Peace River Regional District, Resorts Casino

AWARDS

Applied Arts Best Social Media Campaign, Vancity Good Money Mob 2013
Applied Arts Student Award, "Unbottleit" event branding 2009