WHAT IS CLAIMED IS:

1. A computer system comprising:

one or more processors;

a memory to store a set of instructions;

wherein the one or more processors are operable to execute the instructions stored in the memory, to cause the computer system to perform operations that include:

associating a collection of variable data structures with a graphic design, each variable data structure of the collection being associated with multiple values, including a corresponding first value for a first theme and a corresponding second value for a second theme;

rendering the graphic design in the first theme by assigning each variable data structure of the collection to the corresponding first value of the first theme; and

in response to an event, rendering the graphic design in the second theme by assigning each variable data structure of the collection to the corresponding second value of the second theme.

2. The computer system of claim 1, wherein rendering the graphic design in the second theme includes switching each variable data structure of the collection from being assigned to the corresponding first value of the first theme to being assigned the corresponding second value of the second theme.

3. The computer system of claim 1, wherein switching each variable data structure includes enabling the user to toggle the variable data structures of the collection between multiple corresponding values, including between the corresponding first and second values.

4. The computer system of claim 1, wherein the variable data structures of the collection are collectively of multiple different value types.

5. The computer system of claim 4, wherein the multiple different value types include one or more value types corresponding to numeric, string, color, and Boolean types.

6. The computer system of claim 1, wherein the variable data structures of the collection include a variable data structure for a background of a canvas on which the graphic design is provided.

7. The computer system of claim 1, wherein the operations further comprise:

rendering the graphic design in a simulation mode; and

enabling the user to select one of multiple possible themes, including the first theme or the second theme, while the graphic design is rendered in the simulation mode.

8. The computer system of claim 1, wherein the operations further comprise:

providing a programmatic interface for a computing device of the computer system, the programmatic interface enabling the computer device to receive variable data for the collection from one or external sources.

9. The computer system of claim 8, wherein the variable data for the collection includes variable data to (i) create a new variable data structure for the collection, (ii) create a new value for an existing variable data structure of the collection, or (iii) updates an existing value of the existing variable data structure.

10. The computer system of claim 8, wherein the operations further comprise:

receiving the variable data over the programmatic interface; and

updating values of one or more variable data structures using the variable data.

11. The computer system of claim 10, wherein updating values of one or more data structures includes selectively updating the variable data structures of the collection based on a user or account preference.

12. The computer system of claim 10, wherein updating values of one or more data structures includes selectively updating the variable data structure by (i) detecting one or more updates to the collection by one or more users of an account associated with the computer system, and (ii) excluding at least one of a variable data structure or a value for the variable data structure from being updated.

13. A computer-implemented method comprising:

associating a collection of variable data structures with a graphic design, each variable data structure of the collection being associated with multiple values, including a corresponding first value for a first theme and a corresponding second value for a second theme;

rendering the graphic design in the first theme by assigning each variable data structure of the collection to the corresponding first value of the first theme; and

in response to an event, rendering the graphic design in the second theme by assigning each variable data structure of the collection to the corresponding second value of the second theme.

14. The method of claim 13, wherein rendering the graphic design in the second theme includes switching each variable data structure of the collection from being assigned to the corresponding first value of the first theme to being assigned the corresponding second value of the second theme.

15. The method of claim 13, wherein switching each variable data structure includes enabling the user to toggle the variable data structures of the collection between multiple corresponding values, including between the corresponding first and second values.

16. The method of claim 13, wherein the variable data structures of the collection are collectively of multiple different value types.

17. The method of claim 16, wherein the multiple different value types include one or more value types corresponding to numeric, string, color, and Boolean types.

18. The method of claim 13, wherein the operations further comprise:

rendering the graphic design in a simulation mode; and

enabling the user to select one of multiple possible themes, including the first theme or the second theme, while the graphic design is rendered in the simulation mode.

19. The method of claim 13, wherein the operations further comprise:

providing a programmatic interface for a computing device of the computer system, the programmatic interface enabling the computer device to receive variable data for the collection from one or external sources.

20. A non-transitory computer-readable medium that stores instructions, which when executed by one or more processors of a computer system, cause the computer system to perform operations that include:

associating a collection of variable data structures with a graphic design, each variable data structure of the collection being associated with multiple values, including a corresponding first value for a first theme and a corresponding second value for a second theme;

rendering the graphic design in the first theme by assigning each variable data structure of the collection to the corresponding first value of the first theme; and

in response to an event, rendering the graphic design in the second theme by assigning each variable data structure of the collection to the corresponding second value of the second theme.