

As an accomplished Creative Director & UX/UI Lead, I specialize in branding (including rebranding), creative strategy, UX/UI design, UX product mapping, research, and design thinking. With over 20 years of experience, I have a proven track record of creating positive and profitable brand marketing pitches, product design strategies and platforms. I am skilled in developing successful marketing campaigns and thrive to inspire teams and in brainstorming sessions to generate innovative solutions.

CORE COMPETENCIES: I possess multiple years of experience generating positive and profitable brand experiences for beverage, apparel, luxury goods, utility, tech, retail, CPG, point of purchase, mobile, newsletters, landing pages, social media, video/motion online content, motion/video banner adds, and ADA compliance.

- Proficient in creating multi-platform high-fidelity visual mapping, wire frames, and prototyping.
- Skilled in B2B/B2C online brand storytelling research, strategy, design, motion, video, and their platforms.
- Successful track record of pitching new brands and re branding marketing cross-platform campaigns.
- Possess 16 years of experience in motion/video directing and producing.

PROFESSIONAL EXPERIENCE

Citi Bank

Aug. 2022 - Feb. 2023

I was a **UX/UI / Team Lead** who worked in Figma (and a priority UX software) developing mobile and desktop-based designs for new products for Citi bank. Also helped managed projects in Jira, and developed multiple brand kits and presentations. Helped hire and support the on boarding of new team members.

XYEYECreative / XYEYE_storyFormula / Pamela Vitale Art Studio Gallery (Self)

Feb. 2019 - June 2022

I am a consulting **Creative Director/UX & Usability Consultant** with Brand (re branding), Campaign Strategy, UX Project Mapping, Research, Prototyping Skills.

I'm also an Instructor / Artist (Mix Media) / Composer (Music) for my own projects, products, and services: XYEYECreative, XYEYE_storyFormula (strategy mapping), Pamela Vitale Art Studio Gallery, and PLANETXOXO (Concept Band). <https://xyeye.com>

Techniart Inc. - Lead UX/UI & Visual Designer

April 2016 – Sept. 2019

As a full-time lead UX/UI and Visual Designer, I design B2B/B2C online promotions, e-mail marketing & retail online marketplaces for mobile & desktop. As a brand designer/strategist, I designed experiential, brand packaging and corporate campaign materials, presentations, pop-up retail, kit solutions, and commercial programs for multiple national utility and energy brands, including Eversource, MassSave, Focus On Energy, SDG&E, BGE, and Nest.

XYEYE - Lead UX/UI/Visual Designer

July 2010 - August 2018

I ran my own consulting business where I coached or helped agency clients develop brand strategies, brand marketing campaigns and the creation of original content from concept to deliverable. Clients include: Viacom, Markita.NL, Made in NY New Media Center at IFP, Renegade Media, NTHDegrees.TV.

110Stories.com - UX & Usability Consultant

2014

Consulted on an Augmented Reality App. and experience for The NY Wheel live location and long-term online engagement campaign.