

To Whom It May Concern,

I am a highly conceptual, big picture, can do commercial, corporate, industrial or organic creative seeking full time or contract opportunities either in-house, remote, or both.

My latest website & portfolio: <https://www.xyeye.com>

My love for brand storytelling along with the ability to ideate, problem-solve, creative direct, and my obsession with smart tech/innovation/user experience, has allowed me to work for/at multiple agencies and start-ups in advertising, entertainment, and high-end media in NYC, The Netherlands, and CT.

Having a solid foundation in media and marketing, I have spent time in the trenches developing break-through, brand-building concepts, as a Creative Lead, Brand Strategist, Ux Designer and/or Senior Designer. Keeping a focus on emerging trends and harbors the ability to translate the zeitgeist into fresh concepts and ideas as a creative strategist.

<https://www.xyeye.com/portfolio>

I did either; Digital Brand Marketing Strategy, Creative Direction, Senior Design and/or UX/UI projects, basically story telling strategy with/for: Jose Cuervo, Pellegroso, Panasonic, The Body Shop, Magic Johnson Shoes, Camel Brands, iVillage.com, Nickelodeon, Beyond The BBQ, JVC, Lucent Tech, TechniArt, Eversource, Mass Save, Focus on Energy, SDG&E, BGE, and Nest

Specifically, branded web site and mobile design and direction: Eversource, Mass Save, Focus on Energy, SDG&E, Panasonic, iVillage.com, Camel Brand, Lucent tech, TechniArt (all were marketed promos and/or portals, retail landing pages or marketplaces).

With multiple years generating positive and profitable brand experiences including Brand Renewal, Brand Strategy, Design, Interactive, Video, Motion, UX/UI, Apparel, Luxury Goods; CPG, Point of Purchase, Competitive Analyzes, Prototyping, Mobile, Project Management, Product Design Production, Experiential, Cross-Media, Cross-Platform Journeys, Storytelling, Planning, Product Design, Newsletters, Photography, Landing pages, Leadership, Packaging, Social media, Team culture, Video script writing and story boarding

Again, I am presently seeking a full time or contract opportunities, please contact me ASAP via pamela@xyeye.com if you would like to discuss further.

My Website: <http://www.xyeye.com/portfolio>

My Concept Writing: https://medium.com/@pamelavitale_ART

THANK YOU.

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Pamela VITALE

ARTIST / Creative Director
917-676-1568 / @XYEYECreative / www.XYEYE.com

CREATIVE DIRECTOR, ASSOCIATE CREATIVE DIRECTOR, SENIOR GRAPHIC DESIGNER, BRAND MARKETING SPECIALIST, UX ARCHITECT, BRAND STRATEGIST SEEKING NEW LOCAL OR REMOTE OPPORTUNITIES; CONSULTING, FREELANCE, OR FULL-TIME.

With 20 years of experience in creating positive and profitable brand marketing campaigns and product design strategy. My specialty is a verbal and visual articulation complex visual concepts and ideas within the Visual (Mind) Mapping, Brand Storytelling, Design, and Marketing cross-platform creative space.

CORE COMPETENCIES: With multiple years generating positive and profitable brand experiences including Brand Renewal, Brand Strategy, Design, Interactive, Prototyping, Video, NFTs, opensea, Motion, UX/UI, Beverage, Apparel, Luxury Goods, Utility, Tech, Retail, CPG, Point of Purchase, Competitive Analyzes, Mobile, Product Design, Experiential, Cross-Media, Cross-Platform Journeys, Storytelling, Planning, Product Design, Newsletters, Photography, Landing pages, Leadership, Scriptwriting, Social media, Team culture, Video, Video scriptwriting, storyboarding, ADA Documents.

PROFESSIONAL EXPERIENCE

XYEYE - Consultant / Creative Director **July 2001 - August 2020**
I run my own freelance business where I consult clients and develop creative strategy, brand marketing, Visual Design and UX/UI design. Clients include: Corey Lynn Tucker Photography, Andree Ciccarelli Lingerie, Todd Street Productions, 110Stories.com, Markita.NL, Made in NY New Media Center at IFP, Scholastic NextNewNetworks, G2 Worldwide, TAXI, Renegade Media, The CementBloc, and NTHDegrees.TV.

Techniart Inc. - Senior Graphic Designer / Brand Strategist **April 2016 – Sept. 2019**
As a full-time lead UX UI designer, I design online promotions, email marketing & retail online marketplaces for mobile & desktop. As a brand strategist, I designed 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.

110Stories.com - Consulting Brand Strategist / Creative Director **2014**
Consulted on an Augmented Reality app and experience for The NY Wheel live location and long-term online engagement campaign.

MKTG, Inc. - Creative Brand Strategist / Writer **2014**
Developed a winning pitch deck for the repositioning and re-launch of Diageo brand Peligroso Tequila in collaboration with the in-house team, using experiential, cross-media, and social media initiatives.

2012

Developed a “straw man position” pitch campaign, strategic engagement plan, and a national cross-media concept for Jose Cuervo, as consultant to the SVP.

The Body Shop - Creative Lead / Senior Designer **2012**
Designed product packaging, creative campaign and display as part of a national brand campaign. Coached a team of NYU-Stern undergraduate marketing students with this campaign: the proposal won 1st place.

biimMEDIA, Inc. - Co-Creative Director / Creative Brand Strategist**2011-2013**

Projects for this client included: Festival Del So, Audi, I.C.E. Buddy System, May Lindstrom Skin, Beyond The BBQ, ContentModeMag, and Prodigy Asset Management.

MyPathBuilder.tv "a network for Entrepreneurs" MPB.tv - CREATIVE DIRECTOR / HOST:**2009 - 2010**

My responsibilities included Branding, Products / Services, Video Production, Social Media Strategy and Content, PR & Events (ideation, initiatives & development). I garnered millions of global views on multiple online video portals and platforms after 6 months of planning, creating content, production, branding, cross-platform strategies, UX/UI research, design, and content strategy onto video platforms, and multiple social media apps.

Spotzer Media BV (NL/USA) - Associate Creative Director / Strategy Writer**March 2008 - Feb. 2009**

Successfully led and completed eight video, motion, platforms projects within a 12-month contract period. Clients included: NBC, Google, Facebook, Yellowpages, Merchant Circle, Hearst, MTV, Microsoft and Localville.

THE TOOLS I USE:

MailChimp, Figma, Miro, Adobe Photoshop, Illustrator, XD, In-Design, Final Cut Pro, After Effects, Keynote, Microsoft Office, Acrobat, Omnigraffle, Instagram, Clubhouse, TikTok, YouTube, Medium, Facebook, and Final Cut Pro for the creation of print, web, product, presentations, music, motion graphics and video content. I have an understanding and have designed and directed for the use of HTML, CSS and server structures but I do not code.

EDUCATION**M.P.S. from ITP - Tisch School of the Arts - New York, NY****2002-2004**

Cross-Media Story Telling, Video/Motion, and UX design

B.F.A. from School of Visual Arts (S.V.A) - New York, NY

Degree in Illustration & Communication Arts