

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 Director, ACD, Creative Brand Strategist 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 WITH BRAND (REBRANDING), NEW BUSINESS CAMPAIGN, UX PROJECT MAPPING AND PROTOTYPING SKILLS 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, B2B/B2C, Design, Interactive, Prototyping, Video, 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

- Created high fidelity visual mapping, wireframes and prototyping
- B2B/B2C brand strategy, design, motion, video and content creation
- I have pitched new brands and rebranding campaigns for most of my career successfully
- 20 years of motion / video directing and producing

PROFESSIONAL EXPERIENCE

Citi Bank

Aug 2022 - Feb 2023

I am a **UX UI Brand Design Creative Director** 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 onboarding of new team members.

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

Feb 2019 - June 2022

I am a **Creative Director/Brand Strategist/Planner** with Brand (rebranding), Campaign, UX Project Mapping, Prototyping Skills for contract, freelance, and full-time.

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

Techniart Inc. - Senior Graphic Designer

April 2016 – Sept. 2019

As a full-time lead UXUI and Visual Designer, I design B2B/B2C online promotions, email 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 - Consultant / Creative Lead / Video Director/Producer

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 deliverables. Clients include: Viacom, Markita.NL, Made in NY New Media Center at IFP, Renegade Media, NTHDegrees.TV.

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 - Associate Creative Director / 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. - Associate 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. (B2B/B2C)

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. (B2B/B2C)

THE TOOLS I USE EITHER HANDS ON OR AS A DIRECTOR:

Figma, FigJam, Jira, Adobe Photoshop, Illustrator, XD, In-Design, Final Cut Pro, After Effects, Keynote, Microsoft Office, MailChimp, Acrobat, Omnigraffle, Instagram, Medium, 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 Java, HTML5, CSS and server structures but I do not code.

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

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