

PAMELA.VITALE

<https://xyeye.com>

pamela @ xyeye.com

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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; desktop, mobile, newsletters; landing pages; social media strategy; video/motion, banner adds, and content strategy.

- Proficient in creating multi-platform high-fidelity user research, 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

From August 2022 to February 2023, I worked as a **Creative Director (UX/UI Brand)** at Citi Bank. During my tenure, I utilized Figma, FigJam (as well as other priority UX / UI software) to create mobile and desktop based designs for credit card products. I also manage projects using Jira, developed multiple UI brand kits and presentations, and played a key role in the hiring and on boarding of new team members.

As part of a new build-out of Citi's in-house agency, I collaborated with an external vendor agency to implement a large-scale credit card project. Additionally, I worked on the UI of a browser app project with another department, which also involved developing UX and brand strategy.

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

Feb. 2019 - June 2022

I am a consulting **Creative Director/Brand Strategist/Planner** with brand (re branding), campaign, UX project mapping, prototyping skills.

I'm also an **Instructor / Artist (Mix Media) / Composer (Music)** through my services available through *XYEYECreative* using *storyFormula* (branding, marketing, strategy mapping, life mapping), and within developing independent projects with grants given to *Pamela Vitale Art Studio Gallery*, and *PLANETXOXO* (Concept Band).

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 - Creative Lead / Video Director/Producer

July 2001 - August 2018

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

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110Stories.com - UX & Usability Consultant

April 2014 - August 2014

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

MKTG, Inc. - Lead UX & Usability Consultant

(3/10/2014 - 3/14/2014)

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.

(10/01/2012 - 12/11/2012)

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

Mar 2012 - Sep 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. - Lead UX/UI/Brand Strategist

Sept 2011 - Jan 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 (NL/USA) - Lead UX/UI/Brand Strategist

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, Miro, Jira, ChatGPT, Adobe Photoshop, Illustrator, In-Design, Final Cut Pro, After Effects, Keynote, Microsoft Office, Works, MailChimp, Acrobat, Omnigraffle, Instagram, and Prem for the creation of print, web, product, presentations, music, motion graphics, video and 2d/3d content. I have an understanding and have designed and directed for the use in Java, HTML5, CSS and server structures but I do not code.

EDUCATION

M.P.S. at ITP - Tisch School of the Arts - New York, NY

2002 - 2004

Design Thinking, Cross-Media Story Telling, and Experiential Spaces

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

1984 - 1988

Degree in Illustration & Communication Arts