

PAMELA VITALE

Location: New Hartford, CT, Phone: 917-676-1568, Email: pamela@xyeye.com, Portfolio: <https://www.xyeye.com>

PROFESSIONAL SUMMARY: Dynamic **Creative Director : Strategist** with 13+ years of experience, adept at crafting innovative brand narratives and strategic thinking, aligned with cutting-edge digital marketing trends. Skilled in leading diverse, cross-functional teams across various sectors, I excel in developing compelling content and interactive experiences that resonate with a modern audience. With a proven track record in new business development and client relationship nurturing, I am poised to drive creative excellence and strategic growth, leveraging my expertise in storytelling, collaborative brainstorming, and strategic mapping in a fast-paced, creative environment.

TECHNOLOGY HIGHLIGHTS:

- Design & Collaboration: Figma, FigJam, Miro, Canva, Wix, InVision
- Project Management: Jira, Slack, Microsoft Project, Dropbox, Google Drive
- Communication: Discord, ChatGPT4, Zoom, Microsoft Works, Instagram, TikTok, Facebook, Whatapp
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat, Premiere, After Effects
- Multimedia & Presentation: PowerPoint, Figma Slides, Google Slides, Vimeo, Keynote, YouTube

SKILLS:

- Client Facing & Campaign Strategy
- Presentations
- Leadership
- Brand Strategy
- UX Strategy
- Web 3
- Content Strategy
- Social Media Campaign Strategy
- Collaborative

EXPERIENCE:

Creative Director: Brand + UX + Content Strategist

XYEYecreative (sole proprietor)

New Hartford, CT

Sept 2023 - Present

- Founded **XYEYecreative**, a brand marketing and service / user-centric consultancy that emphasizes brand experiences from concept development to video production, social media, and comprehensive digital strategies. Renowned for leading teams to excellence.
- Adept at spearheading brand campaigns, including visual, user focused, writing strategy, video, and immersive experiences. Expertise in client relations, managing RFTs, business pitches, and shaping brand strategies that win.
- Currently engaged as a sub-contractor ACD/Designer with **ModeStudios.com**. Recent accomplishments include a virtual reality walkthrough installation, design of live event spaces, video graphic displays, presentation slides, and crafting the branded logo for a notable **META** VR event. (Bound by NDA)

Creative Director: Storyteller + Curator

Pamela Vitale (independent artist)

New Hartford, CT

Feb 2019 - Sept 2023

- Created and managed independent projects, leveraging a CT state grant by opening up "Pamela Vitale Art Studio Gallery" for multiple public showcase projects for a 6-month period in New Hartford, CT. Demonstrated artistic prowess, and community building through:
 - Built an offline/online social awareness campaign through multiple outlets like Instagram, FB, TikTok, Youtube, etc
 - Created original mixed media artworks, which included a web3 NFT launch event on OpenSEA, Instagram, FB
 - Produced multiple art solo and group shows with openings including live music and thematic foods
 - Organized group educational courses in drawing, painting and grant writing techniques
- Joined forces with producers and musicians to craft and launch the "PlanetXOXO" album across various digital content and social media platforms.

Creative Director: UX + UI + Brand Strategy (FT Contract)

Citi, NY, NY

Aug 2022 - Feb 2023

- Completed wireframe, and user flows designs 10% under budgeted timeline for credit card products, mobile and desktop interfaces using Figma, FigJam, and Jira
- Aggressively completed 15 UI Brand kits within a 2-week time period in Figma
- Led team recruitment and onboarding strategy, fostering a cohesive design team.
- Collaborated and check status with an external agency and internal team on a large-scale credit card application project that was ported over from Sketch to Figma while helping, hire, train a new team remotely and learning and managing multiple white label wireframe, user flows, and UI team members and projects.
- Helped brainstorm and design with team on development of the browser app's UI build out and ideation and then integrating the UX and brand strategies into a well thought out and complete brand bible presentation of this new product.

Design Lead: Brand + Content Strategist (Full-time)

TechniArt Inc., Collinsville, CT

Apr 2016 - Sep 2019

- I provided strategic creative guidance, design direction, UX, Ui, service design and branding expertise for the company and its clients. This encompassed online marketplaces, newsletters, landing pages, mobile and desktop interfaces, video displays, as well as point-of-sale materials, posters, and experiential design.
- Co-crafted and orchestrated strategic plans and presentations in line with brand narratives.
- Spearheaded branding initiatives for packaging, enhancing visual identity for national brands.
- Designed online marketplace, landing pages, POS, and sales packaging solutions.
- Collaborated with clients including **Eversource, MassSave, Focus-On-Energy, SDG&E, PSE, Duke, Nest**, aligning projects with well thought out brand objectives.

Creative Director: Brand + Content Strategist (Freelance, Consultant & Contract)

XYEYE.com, NYC, NY,

Jul 2013 - Mar 2016

- Established and directed a thriving brand marketing consultancy, emphasizing brand experiences. Our services cover concept development, brand storytelling, video/motion production, and integrated digital strategies.
- Championed diverse brand marketing projects including experiential, e-commerce, retail, service design and product branding. Throughout these endeavors, consistently prioritized and excelled in client relations while crafting compelling content, hiring teams, budgeting, planning, and fostering key vendor relationships.
- I've led diverse teams and collaborated in developing the brand narratives and brand strategies with a wide array of clients, including **110Stories.com** (VR app), **MKTG Inc (Peligroso Tequila, Jose Cuervo)**, **NextNewNetworks**, **G2 Worldwide**, **BeyondBBQ**, **Ice Buddy**, and **May Lindstrom Skin**. My experience spans sectors from **The Body Shop** to **Beck's Beer** to **Camel Brands**, highlighting my versatility and adaptability.
- Conceptualized, designed, and presented new business proposals featuring innovative concepts and strategies.

EDUCATION:

- New York University, ITP- Tisch, NYC, master's degree: 2002 - 2004
Design thinking, Storytelling Strategies, and Interactive/Multimedia Production.
- School of Visual Arts, NYC, bachelor's degree
Illustration & Communication Arts