

PAMELA VITALE WWW.XYEYE.COM PAMELA@XYEYE.COM, AVON CT 917 676 1568

CREATIVE DIRECTOR / ACD with over 25 years of experience in creating positive and profitable brand marketing campaigns and products. My specialty is a verbal and visual articulation of complex visual concepts and ideas within the Visual (Journey) Mapping, Brand Marketing Storytelling, UX Design, and Multimedia Production space.

CORE COMPETENCIES

New Business (pitching and client-facing); Directing projects, teams and shoots; Visual (Mind) Mapping; Brand Renewal; Brand Storytelling: Copy; UX/UI Design & Research; Mobile; Product Design; Experiential; Cross-Media or Cross-Platform Journeys; Social Media; Interactive Video/Motion Banners & Content; Print; Outdoor; Video / Motion Production; Displays; in the Spirit, Entertainment, Utilities, Tech, Beverage, Beauty, Apparel, CPG Marketplace spaces.

THE TOOLS I USE

Photoshop, Illustrator, In-Design, After Effects, Keynote, Microsoft Office, OmniGraffle, InVision, Instagram, Facebook, MailChimp, Figma, and Final Cut Pro for the creation of print, web, product, presentations, music, motion graphics and video content. I have an understanding of HTML, CSS and server structures but I do not code.

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

XYEYE (May 2001 – Present), NY & CT, Owner/Creative Director/ACD
(Brands, Storytelling, Experiential, Cross Channel Media Marketing)

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.

• **MKTG INC, NYC, Consultant Creative Brand Strategist + Writer**

CLIENTS: Peligroso Tequila: I helped develop a pitch deck for Diageo Brand, "Peligroso Tequila" for total brand repositioning and re-launch plan – with a focus on Experiential, Cross-media Marketing, Social Media initiatives.

• **MKTG INC, NYC, Consultant Creative Director + Strategy Writer**

CLIENT: Jose Cuervo: I helped secure Jose Cuervo as a client by developing a total brand repositioning – with a focus on Story, Cross-Media Marketing, Social Strategy and Media Planning initiatives. I worked one on one and as a consultant with the SVP of Creative to develop a "straw man's position" consisting of research, brainstorming, concept writing, brand storytelling and media strategy. For the pitch campaign we created brand core messaging and story, a national cross-media concept, strategic engagement plan and program development.

• **The Body Shop, NYC, Consulting Creative Lead + Senior Designer + Mentor**

PROJECT: Campaign, Product and Display, I coached team of NYU-Stern Undergrad marketing & strategy students to win national campaign to which they came in 1st place in the US.

• **biimMEDIAinc, NYC, Consulting Creative Lead / Motion Producer**

CLIENTS: (I.C.E. Buddy System, May Lindstrom Skin, ContentMode Mag, Festival del Sole/Audi, Prodigy Asset Management)

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Techniart Inc., (April 2016 – Sept. 2019) AVON, CT, Brand Strategist + Lead Designer
(all in house graphics design, branding and UX UI design)

- **CLIENTS:** Eversource, MassSave, Focus on Energy, SDG&E, BGE and multiple other utility companies and energy savings products like Nest.

SPOTZER MEDIA GROUP BV, WWW.SPOTZER.COM, (March 2008, 1-year contract – Feb. 2009), USA / NL, Expert Visa Contract Associate Creative Director + Strategy Writer
(video / motion / interactive platforms)

- **CLIENTS:** NBC, Google, Facebook, Yellowpages, Merchant Circle, Hearst, MTV, Microsoft & Localville

INTERACTIVE8 inc, (May 1999 – April 2000), NYC, Fulltime Associate Creative Director

- **CLIENTS:** MyLegs, Camel Brands, Rocket E-books, Harrods, JVC, Motorola and Becks Beer.

EARLY CAREER EXPERIENCE

iXL: Freelance Art Director + Flash Motion Director

- **CLIENTS:** Lucent Technologies SWAT training platform for their sales & tech teams.

Grey E-Commerce: Consulting Associate Creative Director

- **CLIENT:** Lucent Technology for "r/evolution" event portal and social platform

Damian Bisch & Partners: (1996 – 1998) Fulltime Creative Director & Marketing (lead designer & copywriter): Sports Apparel Advertising & Experiential
(In store, Display, Packaging, Print Collateral, Magazine and Outdoor Ads)

- **CLIENTS:** Thule, Airwalk, Starter, Magic Johnson Shoes, Everlast Menswear, First Down w. Stephon Marbury, Samsung and the Yankees brand.

Comedy Central: Consultant Senior Designer + Art Director: On-Air Motion Graphics

Nickelodeon: Fulltime Senior Designer + Art Director: On-Air Motion Graphics and Web

EDUCATION

Interactive Telecommunications Program - Tisch @NYU (Sept. 2002 – June 2004): MFA
(focused Experiential Design, Mind Mapping, Story Telling Strategy & UX/UI Design Thinking)

School of Visual Arts, NYC (Sept. 1984 – June 1988): BFA

(Focused on illustration, graphic design, ideation, communication arts, and marketing techniques. I am a trained hands-on fine artist and I still use those skills)