

---

# Jessica Vitale

RGD, SEGD

WWW.JESSICAVITALE.COM

---

416 705 8572 | me@jessicavitale.com

---

---

## ABOUT

---

Conceptually and strategically driven designer with a strong business acumen. Able to multi-task and deliver successful design solutions while meeting deadlines. Coaches and mentors designers across various channels, leading award winning teams. Excellent organizational and project management skills with a meticulous eye for detail and accuracy. Strong presentation and client management skills.

---

## AWARDS

---

RGD's In-House Design Award of Distinction for the DIALOG Brand Inspiration Guide  
September 2017

---

## PRESS + SPEAKING

---

Interviewed and featured in Canadian Interiors "SuperGraphics" issue: "Eye Of The Beholder: How experiential graphics heighten corporate identity"  
May 2018

Panelist for RGDs webinar "What makes a successful in-house creative agency?"  
February 2018

---

## EXPERIENCE

---

### NATIONAL GRAPHIC DESIGN MANAGER

#### DIALOG

May 2016 - Present

Creative and graphic design lead at DIALOG, a North American architectural, engineering, interior design, and urban design firm of over 700+ people. Leading the visual evolution of the DIALOG brand to ensure the firm remains relevant and differentiated to our audience. Leading and art directing a team of graphic designers across four Canadian studios, as well as external resources as needed. Establishing and sharing best practices to drive national graphic design alignment across all studios and applications. Collaborating with over 50+ senior practice leaders, the marketing group (25+ people), external creative partners, and designers from other disciplines to steer overall brand strategy and graphic standards for the firm and external projects. Write creative briefs and lead presentations for internal and external audiences. Managing third party and vendor relationships that have led to new and improved processes, relationships, and tools/software. Participate in yearly budget meeting and ongoing management of the national graphic design budget. Working in close partnership with architecture and interior design teams to create signage and wayfinding as well as other environmental graphics. Adding rigor to the environmental graphic design work intake process through proposal writing, defining work scope, project management, creative direction, and design. This has led to significant growth in this area, creating a new service offering for DIALOG.

### GRAPHIC DESIGNER

#### DIALOG

March 2013 - May 2016

In-house graphic designer for DIALOG. Main duties included overall brand management, establishing brand guidelines, photography art direction and management of internal photography library via third party software. Designed and developed brochures, sub-brand identities, e-newsletters, intranet UI, infographics, promotional materials and presentations. Worked with the interior design team on environmental graphics for external clients. Provided project management for all marketing and communication graphic design initiatives. Managed all areas of print production, including sourcing new materials and processes.

### SENIOR DESIGNER

#### Haft2

April 2012 - February 2013

Developed strategic and conceptual designs including identities, stationery and applications, brochures, books, infographics, and annual reports. Worked on large advertising campaigns that included, print, digital and OOH. Designed and developed brand guidelines, invitations, event swag, programmes and tradeshow booths. Art directed photoshoots and junior/intermediate designers. Worked directly with clients, leading meetings and presentations.

**MAIN CLIENTS:** UNICEF Canada, Plan Canada/Because I am a Girl, Ovarian Cancer Canada, and CAMH

---

## CULTURE

---

Appointed member of DIALOG's Design Champions team, a national group responsible for elevating DIALOG's design quality through culture shifts, programs, presentations and events.

Appointed member of DIALOG's National Visualization Roundtable (2 year term). The roundtable's mandate is to ensure DIALOG's visuals are at the leading edge of professional practice.

---

## PRODUCTION

---

Major role in materiality selection, photo retouching and the production process. Strong understanding of digital design.

---

## TOOLS

---

Mac OSX	Illustrator CS6
Windows/PC	Photoshop CS6
Microsoft Office	InDesign CS6
Wordpress	

---

## EXPERIENCE

---

### SENIOR DESIGNER

Tall Poppy Advertising & Design  
July 2009 - April 2012

### INTERMEDIATE DESIGNER

Pivot Design Group  
January 2006 - January 2009

### DESIGNER

The Metrick System  
March 2005 - December 2005

---

## DESIGNATIONS

---

### RGD CERTIFICATION

2016 - Present

### SEGD MEMBERSHIP

2018

---

## EDUCATION

---

### OCAD UNIVERSITY

2000 - 2005

Designed identities, stationery and applications, websites, web applications/tools, e-newsletters, tradeshow booths, packaging, brochures, books, annual reports and advertising. Art directed photoshoots and the intermediate designer on select projects. Worked directly with clients, ran meetings, wrote creative briefs, managed production and timelines on select projects.  
**MAIN CLIENTS:** Scotia McLeod, Parkdale BIA, Soak Wash, Fancy Pants Kids, and the Canadian and Lesbian Gay Archive.

Primary designer in the studio. Designed identities, stationery and applications, signage, packaging, brochures, posters, websites, e-newsletters, animated web banners, mini-magazines, annual reports and ads. Managed select client accounts. Sourced production materials, processes, and attended press approvals.  
**MAIN CLIENTS:** Canadian Breast Cancer Foundation, Daily Bread Food Bank, Kids Help Phone, UNICEF Canada, The National Ballet of Canada, Guru Animation, Flakeboard and Delta Hotels.

Designed ads, retail signage, invitations, brochures, websites and e-newsletters.  
**MAIN CLIENTS:** Elte, Gingers and Metrick Entertainment.

Certified RGD (Registered Graphic Designer) member.

SEGD (Society of Environmental Graphic Designers) member.

Bachelor of Design (BDes) in Graphic Design.