



Patti M. Di Sciascio  
Creative | Sr Art Director

### **Professional Summary:**

Patti is a dynamic, award-winning professional whose passion for creativity and sense of style permeate her work. With extensive experience in brand advertising, direct marketing, retail & online media, Patti has worked at many notable agencies, both local and international. Patti's versatility has allowed her to spearhead work for clients across diverse categories such as packaged goods, pharmaceuticals, automotive, financial, digital communications, and fashion retail and most recently Loyalty Marketing. Her natural ability to transform business objectives into compelling, branded experiences is complemented by Patti's exacting standards of execution—evident in every project she works on, from the simplest one-off ad to the most complex multi-media campaign.

Link to website or PDF samples of your work : [www.deeshasho.ca](http://www.deeshasho.ca)

### **Technical Skills:**

Patti is a proficient illustrator. She is able to create original thinking into comprehensive linears for concept discussions to fully rendered layouts and storyboards for television commercials and online videos. She has created illustrations for book covers and is also very skilled in developing her own print/digital media-ready layout documents in InDesign, Photoshop and Illustrator.

### **Client/Brand Portfolio:**

Most recently, Patti has been on staff in the in-house Creative department at AIR MILES®. Some of Patti's previous clients include Dentsu Bos, MacLaren : McCann, Match MG, Riddoch Communications, FCB, and GSW – Syneos Health. While working with these agencies she created communications for such clients as Astro Yogourt, General Motors, RBC Royal Bank of Canada, Wendy's, The 'Plume' – vape pen New Business Pitch', Maple Lodge Farms, Amica Retirement Communities, LoneStar Restaurants, Petro-Canada, Johnson & Johnson, Merck, Humalog and Eli Lilly.

### **ROI/Key Accomplishments:**

Patti has received many awards over the span of her career from Art Direction Craft Awards at the Bessies to Best Art Direction as well as multiple CMA awards for various creative executions across multiple blue chip brands.



## chronological work experience:

January 2020 to September 14, 2022:

### SENIOR ART DIRECTOR | AIR MILES – LOYALTY ONE

Creating communications for AIR MILES® promotions as well as seasonal campaigns targeted to both acquisition and retention of cardholders across various digital and print platforms via email, web-page design, Social Media and collateral POS materials for participating retail partners.

### PREVIOUS FREELANCE:

- **Portrait Illustrations and book jacket designs** for Book & Covers & Design – Bessie: Lost & Found. Released Dec 21, 2012 & Bessie: Life & Death – 2019. Design and implementation of Website for [www.BessieLostandFound.com](http://www.BessieLostandFound.com) as well as design and production of business cards and collateral postcards for instore book launches
- **GSW Worldwide-Syneos Health** : (on-going) Creative, brand idea-generation projects: Merck, Humalog, Saflutan, Anaresp, Allergan, Botox, and most recently attended an URli WAVE in Paris, Dec 2018.
- **JUMP BARS® – Cricket Protein Bars** : Developed Brand Identity, logo and packaging. rolled out marketing collateral materials for launch of product to the trade. Designed retail website and mobile app.
- **MARKS Design** : Creative/Art Direction and Design support on Purina Cat & Dog food package Design, as well as designing and implementing a fully integrated design system via a new brand guidelines for Kroger Grocery Stores
- **matchmg** : Creative/Art Direction support for work overflow on various packaged goods accounts involving creative development as well as RFP layouts for various new business pitches.
- **DentsuBos** : Creative relaunch of Astro Yogourt – comprised of TV commercials, online, print and outdoor/experiential executions. Also, developed grocer incentive video creative and sales tools for reps, as well as the RFP document layout for presentation.
- **National: Tim Hortons Pitch** - RFP book, RFP, & Video presentation for the campaign idea.
- **riddoch communications**: Developed and designed collateral material for Lone Star, Higgins & Burke tea, RBC, Maple Leaf Farms, Baybridge, Petro-Canada, JAVA Stops, Baybridge Senior Citizens Properties
- **The Canned Goods Co.** : Co-creative Director on Toronto Summerlicious Online Video, Yan Gurevich realtor Ads and new business pitches.
- **eckleburg eyewear** : Creating tradeshow booth designs, online emails, invitations to Galas, shooting fashion images for multiple European frame designers.
- **Maclaren : McCann** : Creative Development for multiple, multi-media campaigns for RBC Royal Bank, GM, Bayer Crop Science and Wendy's.
- **Rivet**: Creative Development for Primus products & assorted Pharmaceutical communications - from concept/layout designs through to final print.
- **Draft FCB**: Fairmont Hotels, Canada Post and OLG work. Creative development and layouts
- **July 2011- December 2011: Contract @ Maclaren MRM**. Creative development through to final delivery of an integrated campaign including print outdoor and online components for Central Counties Tourism.
- **GSW Worldwide** : on-going creative brand idea-generation projects: Merck, Humalog, Saflutan, Anaresp, Allergan, Botox.
- **Wunderman**: freelance contract on Microsoft O.O.H. Campaign.

**2006-2009: CREATIVE GROUP HEAD | WUNDERMAN** on the ROGERS and Citibank business. Managed a team of 6 creative people, dedicated solely to Rogers Responsible for not only aligning the DM components with the brand agency, Publicis, but also for developing award-winning stand alone campaigns that would generate response across print, DM, online and broadcast.

### 2004-2006: CREATIVE DIRECTOR & PARTNER | AND THE AGENCY'

Clients: Junior Achievement of Canada, Toronto Foundation for Student Success, ROGERS, Online BINGO101

**2003-2004: CONTRACT CREATIVE DIRECTOR | RBC FINANCIAL GROUP** | 12 month contract: RBC Insurance in Marketing and Creative Services – brand communications liason with AOR and in-house team.

### 2001-2003: ASSOCIATE CREATIVE DIRECTOR | BRAZIL COMMUNICATIONS

Clients: ROGERS AT&T Wireless, Black's Photography, Grand & Toy, New Business Pitches

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## 1994-2001: V.P. CREATIVE GROUP HEAD | PADULO INTEGRATED

Clients: CIBC, Fairweather, The Hudson's Bay Company, O.L.G., N.B•Tel, Toronto Hydro, Canadian Pulp and Paper Association, Aerogold Visa, The National Ballet of Canada, Suzuki, Budget Rent•a•car, new business

## SENIOR ART DIRECTOR | SAATCHI & SAATCHI

Clients: Toyota, Procter & Gamble, Tim Horton's, Motorola, Johnson & Johnson's

## ART DIRECTOR | LEO BURNETT COMPANY LTD.

Clients: Kellogg's Canada, Kraft Foods, Tambrands, 7•UP, Adam's, Seagram's, Procter & Gamble, Highliner, Boyle Midway, Financial Post, Beatrice Foods, Fuji Film

## skills:

Adobe InDesign, Photoshop & Illustrator, and Microsoft Word, Outlook and Excel. Illustration. Styling.

## education:

Completed a four year program in Communication & Design at the Ontario College of Art & Design. Majored and graduated with Honours in Advertising and Illustration with an Associate of the Ontario College of Art Diploma. Was awarded a 4th year scholarship and summer internship at Leo Burnett Co. Ltd. – where I was hired on as a fulltime Junior Art Director, and the love affair with the industry began.

## references:

### Adam Martin,

Associate Creative Director @ AIR MILES® LoyaltyOne  
Contact: [adammartin63@gmail.com](mailto:adammartin63@gmail.com)

### Lars Larsen,

Chief Creative Officer @ Syneos Health – GSW. U.S.A.  
Contact: [lars.larsen@syneoshealth.com](mailto:lars.larsen@syneoshealth.com)

### Jason Thomas,

Creative Director @ GSW-Egauge. U.S.  
Creative Colleague and writing partner.  
Contact: [Jason.Thomas@syneoshealth.com](mailto:Jason.Thomas@syneoshealth.com)

### Amanda Binks, Dentsu Bos, Toronto

Creative Recruitment Manager  
Contact: [Amanda.Binks@dentsubos.com](mailto:Amanda.Binks@dentsubos.com)

### Danielle Araiche, Executive Producer, BOOMING ECHO, Toronto, Canada

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