

# dee • sha • sho

**PATRIZIA MORENA DI SCIASCIO** : *"That's some name huh? Italian in origin. Funny and true story : Since I was a tiny tot and throughout my entire adult life I have been scribbling the phonetic spelling schematic of dee • sha • sho to help people pronounce my last name. You have no idea just how many wild and wonderful pronunciations I have heard over the years. Even my dear mother used to embroider it on all my school bags. It's a pretty name to hear spoken in Italian, but in English? well...not so much. So 'Pa-t-RITZ-ia' got shortened to Patti, Morena got replaced by an 'M.' – And happily my last name, in its phonetic transcription became my brand identity and logo."*

## bio:

Patti is a creatively dynamic, award-winning professional. Her passion for creativity and sense of style permeate through all of her work. With her extensive and diverse experience on brand advertising, direct marketing, retail and online media, she has enjoyed working on many valuable brands at reputable agencies both locally and internationally. Patti's creative range is as diverse as her clients and this versatility has allowed her to work on everything from packaged goods, to automotive, financial services, digital communications and pharmaceuticals – as well as fashion retailers. Her ability to turn business objectives into compelling, branded experiences that work aesthetically and functionally come naturally – and she brings this high-quality standard for execution to everything from the smallest one-off print ad to the most complex multi-media campaigns.

## workplace experience:

- Managing and working with creative teams: (art directors, designers, writers), providing mentorship, creative direction/ approval, and resource management. Guiding them along the creative process to successfully execute on the client's brand strategy and vision for their's and their product's identity, while keeping the teams motivated, focused, and on track by prioritizing work and clearly articulating roles, responsibilities and deadlines.
- Working with cross-platform designers and to ensure a unified brand representation across packaging, product and development, to maintain a unified customer experience of the Brand.
- Working closely with Marketing and Product teams to grow a brand or build a company from the ground up.
- Tenured experience in Brand Advertising, Retail, Direct Marketing, Online, Video and Broadcast campaign development – with the ability to transform business objectives into compelling, branded experiences that work in complete harmony between aesthetic and communication performance.
- Layout and publication design.
- Radio & Television script development with & storyboard illustration capabilities – both in black & white, or colour renderings.
- Illustration: traditional drawing, painting and digital renderings.
- Ongoing development and curiosity regarding emerging technologies and a passion for connecting creative solutions to be relevant and relatable to the customer.
- When Patti is not working on a creative project, she volunteers her spare time at Toronto Dress for Success. Where she applies her love for fashion to outfitting women for new and rewarding employment opportunities – in order to thrive in work and in life.

## technical skills:

- Adobe Suite: InDesign, Photoshop & Illustrator. Acrobat and Microsoft Word
- Illustration: Storyboards: black & white linears or full colour frames / rough layout sketches
- Art Direction, Propping and Styling both static/print and film/video photoshoots
- Portraits or Caricatures: Draw and paint portraits, both serious and comedic
- Designing and Illustrating Fashion
- I'm also a mean 'baker' and I can sew anything



## 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. – was hired full time as a Junior Art Director upon graduation.

## chronological employment history:

June 2009 - present:

**ART DIRECTION | CREATIVE CONSULTANT:** *presently a freelance contractor with various agencies & private clients :*

**JUMP BARS :** Working closely with a new independent client in the launch of her new Cricket Protein Bars. Designed the packaging for the bars, the collateral materials including brochures, banners and trade show booth branding, as well as the look and feel of her website.

**DENTSU BOS :** Paramalat - Brand Refresh of Astro Original Balkan Style Yogourt: Creative development of rebrand TV creative as well as online, print executions and outdoor – as well as creating a three minute Grocer Incentive video.

**NATIONAL :** Tim Hortons Pitch - RFP book, RFP, & Video presentation for the campaign idea.

**RIDDOCH COMMUNICATIONS :** Lone Star, Higgins & Burke tea, RBC, Maple Leaf Farms, Baybridge, Petro-Canada, JAVA Stops, Baybridge Senior Citizens Properties.

**THE CANNED GOODS Co. :** Toronto Summerlicious Online Video, Yan Gurevich realtor Ads, New Business.

**ECKLEBURG EYEWEAR :** Creating tradeshow booth designs, online emails, invitations to Galas, shooting fashion images for multiple European frame designers.

**MACLAREN | M<sup>C</sup>CANN :** 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.

**PORTRAIT ILLUSTRATION :** Book & Cover Design & Illustration – Bessie: Lost & Found. Released Dec 21, 2012.

**MACLAREN MRM :** Creative development through to final delivery of an integrated campaign including print outdoor and online components for Central Counties Tourism.

**GSW WORLDWIDE :** Global creative, brand idea generation projects: Eli Lilly, Merck, Humalog, Saflutan, Anaersp, Allergan, Botox, Alimta.

**WUNDERMAN :** Creative development of Airport situated signage for Microsoft O.O.H. Campaign.

**QUADRANT MARKETING:** 4-month Associate Creative Director contract on Henkel Products, Blue Water Seafood, St Louis Bar-b-que.



PRIOR TO 2009 :

**FULL TIME ART DIRECTION POSITIONS | CREATIVE**

**CREATIVE GROUP HEAD AT WUNDERMAN : 2006- 09**

Managed a team of 6 creative people, dedicated solely to Rogers and Citibank business, responsible for aligning the creative DM components with the brand agency, Publicis – and mainly developing award-winning stand alone campaigns That would generate response across print, DM, online and broadcast.

**CREATIVE DIRECTOR & PARTNER – ‘and the agency’ : 2004-06**

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

**CREATIVE DIRECTOR : RBC FINANCIAL GROUP – 2003- 04**

12 month contract: RBC Insurance in Marketing and Creative Services – brand communications liason with AOR and in-house team.

**ASSOCIATE CREATIVE DIRECTOR : BRAZIL COMMUNICATIONS – 2001- 03**

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

**V.P. CREATIVE GROUP HEAD : PADULO INTEGRATED – 1994- 2001**

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

**CREATIVE GROUP HEAD : ROSS ROY CANADA – 1991- 94**

K mart, Schlitz Breweries, Arby's Restaurants, Nutri System Diet Programs, Continental Airlines.

**SENIOR ART DIRECTOR : SAATCHI & SAATCHI – 1989 - 91**

Toyota, Procter & Gamble, Tim Horton's, Motorola, Johnson & Johnson'S.

**ART DIRECTOR : LEO BURNETT COMPANY LTD – 1986 - 89**

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