

JAMEY VELLA

DESIGNER

CONTACT

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EDUCATION

GEORGE BROWN COLLEGE
Graphic Design

SHERIDAN COLLEGE
Graphic Design

CAREER HIGHLIGHTS

Campaign Leadership at CMHA: Spearheaded major fundraising campaigns, raising over \$80K and achieving 12.8M impressions.

Strategic Impact at IMC: Contributed to Shoppers Medical Cannabis launch and created high-impact videos for AstraZeneca.

EXPERTISE

- Creative Direction
- Campaign Development
- Video Production & Editing

PROFESSIONAL SUMMARY

Creative, detail-oriented Designer with 15+ years of experience in branding, digital campaigns, and large-scale event design. Proven expertise in art direction, audio/video production, typography, and layout across print and digital platforms, delivering high-impact visuals and impactful campaigns.

EXPERIENCE

CMHA (Canadian Mental Health Association) - Toronto
National Designer, 2023 – Present

In my role as a direct report to the Marketing Director, I drive the development of creative content for national campaigns for the largest mental health non-profit in Canada. Some key achievements include:

- Spearheaded creative direction for the 2023 Giving Tuesday campaign, raising over \$80,000 by leading the creative strategy and execution of all campaign materials.
- Developed and executed a cross-promotion with Henry's Camera Store, generating \$16,000 in in-store donations and boosting brand visibility by creating a compelling visual campaign and ensuring effective collaboration between both brands.
- Designed toolkits and social media for the 2024 Mental Health Week campaign, achieving 34,500 downloads and 12.8 million impressions by creating engaging, shareable content tailored to the audience.
- Art directed the 2023 Impact Report, leading creative direction and design for a key corporate publication by collaborating with stakeholders and ensuring the final design aligned with CMHA's mission and vision.
- Managed agencies, designers, and vendors, ensuring alignment with brand standards by coordinating timelines, budgets, and deliverables.

3 STORIES HIGH / IMC – Toronto
Senior Digital & Graphic Designer, 2018 – 2023

With five years at a global communications agency, reporting to the Creative Director and delivering for major clients, I've achieved significant accomplishments such as:

- Assisted in the national launch of a Medical Cannabis campaign for Shoppers Drug Mart, driving awareness and engagement by contributing to creative assets and ensuring the campaign was executed smoothly across channels.
- Designed engaging video content for AstraZeneca campaigns, increasing engagement and delivering key messaging by crafting visually impactful videos and collaborating with the team on creative direction.

KEY SKILLS

- ✓ Art Direction & Concept Development
- ✓ Brand Identity
- ✓ Graphic Design & Layout
- ✓ Typography & Visual Hierarchy
- ✓ Adobe Creative Suite
- ✓ Video Editing & Motion Graphics
- ✓ Project & Team Management

TRAINING

LINKEDIN LEARNING
PowerPoint Design
2020

LINKEDIN LEARNING
Packaging Design
2018

VOLUNTEER

HUMBER COLLEGE –
GRAPHIC DESIGN COURSE
Guest Industry Professional
2023 – 2024

Reviewed portfolios for graduating Graphic Design classes, offering feedback, career guidance, and industry insights to help students.

EVA'S GRAPHIC
COMMUNICATIONS & PRINT
PROGRAM
Guest Instructor
2015 – 2018

Provided hands-on training for youth at risk of homelessness, helping them develop graphic design, communications, and print skills to launch careers in the industry.

EXPERIENCE CONTINUED

- Led the Marketing Committee, managing the social media calendar and creating and distributing content to build brand awareness, engage with customers, and achieve marketing goals by strategically planning content and optimizing post performance.
- Contributed to the Inside No. 3 Podcast by composing the theme song and editing sound, enhancing storytelling and listener engagement by creating immersive audio experiences.
- Mentored and reviewed the work of junior designers and interns, helping them develop their skills and ensure high-quality deliverables by providing feedback, guidance, and fostering a collaborative learning environment.

BIG BROTHERS BIG SISTERS OF CANADA - Toronto **Graphic Designer (contract), 2015 – 2023**

Overseeing the creative contract for multiple years, I've successfully executed national campaigns. Notable achievements include:

- Spearheaded the design of a cross-promotion campaign with SAXX, boosting brand visibility and engagement by developing eye-catching, impactful design assets.
- Created compelling creative assets for several events, including the 48th Big Night Out, raising over \$215,000 for mentorship programs by producing dynamic visuals that resonated with donors and attendees.
- Developed creative content for a cross-promotion initiative with the Toronto Raptors, enhancing brand awareness by designing engaging assets that captured the essence of both brands.
- Delivered a comprehensive national on-demand training video package, ensuring consistency and effectiveness by producing high-quality, informative videos for a nationwide audience.

PACKAGING WORLD - Toronto **Senior Graphic & Production Designer, 2018 – 2019**

As head of the creative and print department, I managed the development of packaging designs. Key responsibilities included:

- Acted as the primary liaison with clients to understand their requirements and preferences, ensuring designs met client needs and expectations.
- Generated print-ready files and built die-lines, ensuring accurate production and reducing errors in packaging design.
- Operated the New Solution 'NS Multi LG' flatbed printer to facilitate print jobs, improving production efficiency by completing specialized training.

ANXIETY ATTACK DESIGNS - Toronto **Lead Graphic Designer, 2013 – 2018**

As the lead creative and designer, I spearheaded multiple projects for a diverse range of clients. Some notable achievements include:

- Led a 13-month, \$11.6 million capital campaign donor recognition project by managing all aspects of design and project coordination.
- Earned a feature in the June 2017 issue of Photoshop User Magazine by showcasing innovative design techniques.
- Delivered impactful branding solutions for numerous clients by developing cohesive visual identities that enhanced brand recognition.