

Jamey Cactus Vella

Creative Lead / Senior Designer

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Summary

Creative Lead / Senior Designer with 15 years of experience leading visual storytelling, brand systems, and national digital campaigns. Proven creative lead on high-impact initiatives across nonprofit and agency environments, with deep strengths in concept development, campaign execution, and cross-functional collaboration. Known for delivering measurable results at scale while maintaining craft, clarity, and consistency.

Selected Campaigns / Highlights

- **2026 Mental Health Week (National)** — 2.5B media impressions, 47K downloads, 142K website visits.
- **2025 CMHA End of Year Giving** — \$168K+ raised, 6% YoY growth.
- **2025 Push-Up Challenge** — \$3.9M+ raised nationally.
- **Shoppers Drug Mart** — National medical cannabis campaign launch.
- **AstraZeneca** — Video-led brand storytelling campaigns.

Skills

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|-----------------------------------|-------------------------|----------------------------------|
| • Art Direction & Visual Strategy | • Typography | • Cross-Functional Collaboration |
| • Brand Development | • Motion Graphics | • Leadership & Mentoring |
| • Campaign Design | • Audio & Video Editing | • Project Management |

Experience

National Senior Graphic Designer

Canadian Mental Health Association

2023– Present

Toronto

Reporting to the Marketing Director, I lead creative development for national campaigns at Canada's largest mental health nonprofit.. Key achievements include:

- Conceived the campaign theme and led the creative vision and execution of the **2026 National Mental Health Week campaign**, delivering the largest and most ambitious federation toolkit ever created, driving **2.5B** media impressions, **47K** content downloads, **142K** website visits, **5.3K** social mentions, and **5.7K** new followers.
- Conceptualized and led the art direction and design for the **2025 End of Year Giving campaign**, resulting in a **6% year-over-year increase** in donations and raising over **\$168K** by developing the campaign and executing all design assets across digital and print, including the use of Midjourney to create custom photography.
- Expanded the capacity of the in-house creative team by managing and mentoring a George Brown College Graphic Design Intern, providing creative direction, project oversight, and professional development.
- Contributed to the success of the **2025 Push-Up Challenge**, which raised over **\$3.9M** nationally, by designing signage and web graphics that strengthened visibility, consistency, and participant engagement.
- Conceptualized and art directed all branding and materials for the **CMHA 2025 National Conference**, supporting strong early engagement and advanced ticket purchases through high-impact visual identity.

Senior Graphic Designer

3 Stories High / IMC

2018 – 2023

Toronto

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

- Led the agency **Marketing Committee**, owning social strategy and content planning to strengthen brand visibility, engagement, and consistency through data-informed decision-making.
- Art directed and created video content for **AstraZeneca campaigns**, driving increased engagement and clear message delivery through strong visual storytelling.
- Mentored and reviewed the work of junior designers and interns, providing clear feedback and hands-on guidance to elevate skills, maintain high-quality deliverables, and foster a collaborative creative culture.
- Contributed to the national launch of a **Medical Cannabis campaign** for **Shoppers Drug Mart**, designing campaign assets and supporting seamless execution across channels to drive awareness and engagement.

Graphic Designer - Contract

Big Brothers Big Sisters Canada

2015 – 2023

Toronto

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

- Spearheaded cross-promotion design initiatives with both **SAXX** and the **Toronto Raptors**, elevating brand awareness and engagement through bold, strategically aligned co-branded creative.
- 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.
- Produced a comprehensive national on-demand **bilingual training video package**, ensuring consistency and effectiveness by producing high-quality, informative videos for a nationwide audience.

Graphic Designer

Anxiety Attack Designs

2015 – 2018

Toronto

As graphic designer, I spearheaded multiple projects for a diverse range of clients. Some notable achievements include:

- Art directed and designed a **13-month, \$11.6 million** capital campaign **donor recognition** project by managing all aspects of design, print, and project coordination.
- Recognized in the June 2017 issue of **Photoshop User Magazine** for innovative design work executed on the capital campaign donor recognition project.
- Delivered impactful branding solutions for numerous clients by developing cohesive visual identities that enhanced brand recognition.

Education

Graphic Design, George Brown College | Toronto

2014 – 2016

Volunteer

Guest Industry Professional

Humber College - Graphic Design Course

2023 – 2026

Toronto

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

Guest Class Instructor

Eva's Graphic Communications & Print Program

2015 – 2016

Toronto

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.