

JAIME CALAYO

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Canada

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FULL PORTFOLIO AT
jaimecalayo.com

Specialty

Graphic Design, Art Direction, Copywriting, Illustration, Interactive Design, Social Media

Education:

University of Alberta | Bachelor of Design Honors Program BDes | 2004-2009

Specialization in Visual Communication Design where I was taught design theory and design practice ranging from participatory design to information architecture. Throughout my academic career I was an active member in the U of A's Student Design Association (SDA). As the SDA Vice President in 2009, I helped with the promotion of design awareness in the form of student exhibitions and fundraising events within the University and around Edmonton.

Employment History:

2012-2015 | Calder Bateman | Art Director

As part of the agency's creative team, my responsibilities included reporting to the Creative Director with concepts for strategic communications campaigns that range from new community developments to government social awareness campaigns in wellness and health. Other responsibilities included creating public relation strategies, implementing social media strategies, managing production designers, freelance creatives and working alongside an accounts teams in strategic marketing plans.

During this time I developed my ability to conceptualize as an Art Director working alongside an Copywriter. Working at Calder Bateman allowed to develop the skills and methodologies to assess and engage with audiences through audience profiles and audience engagement strategies.

Notable projects included 2013's Full House Lottery year-long creative campaign, City of Edmonton Budget website and the online HPV health tool kit for Alberta Health Services.

2009-2012 | Fission Media | Interactive Designer

My duties included the design of promotional print and digital campaigns, video editing and the user interface design of iPhone and iPad apps. I was involved in all design and strategic project development from start to finish. This included working closely with clients and being a part of project scoping, quoting, planning, wireframing, design prototyping, production and deployment.

During this time I developed my interactive design skills working closely with programming developers. Here I got to learn about smart phone human interface guidelines, UX and UI design and technical video editing.

Notable projects include CAA smart phone classroom learning tools and the 2009 - 2010 International Fringe Festival promotional materials.

2008 | PriMED Medical Services and Products | Graphic Design Intern

My duties included the design of visual communications material and visual identity of the Delta P face mask.

2008 | U of A Art & Design Department | Graphic Designer + Technician

My duties included offering advanced instructional demos of Adobe Creative Suite to design students of all levels and managing design computer labs. Duties also included keeping the studio productive, assisting grad students with tech support and consulted on student projects.

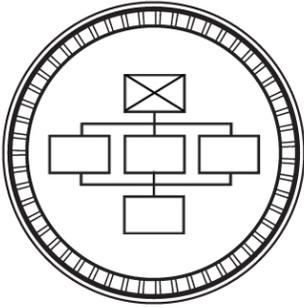
Extracurricular & Volunteer:

2013-Present | Creative Director of Nuit Blanche Edmonton

This involved developing the Nuit Blanche Edmonton visual identity and 2015's communication strategy, media planning, art direction, video direction and wayfinding. This also including overseeing and directing social media campaigns, guerrilla advertising events and advisory duties to the board.

2013-Present | Creator of Where We Are From Project

Where We Are From is a historical survey of Edmonton's neighbourhood's individual identities and characteristics. The project is a visual identity system where emblems are designed for each neighbourhood in Edmonton. Citizens are asked to give feedback on social media where emblems are reimagined and redesigned over time. This participatory design process facilitates a living conversation around Edmonton's identity.



Extracurricular
& Volunteer:

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Community
Involvement:

2015 | Cultural Diversity of the Arts Program Jury Member, Edmonton Arts Council

Sat on a jury that reviewed applications for grants supporting the activities of individual, Edmonton artists for a specific time towards a specific project. Projects can be individual or collective and could include creation of work in any art form that enriches Edmonton's cultural scene.

2012-2015 | Communications Director for 124 Street Grand Market

Directed the branding, wayfinding, website and print materials. Duties also included maintaining the website and creating weekly downloadable mixtapes for patrons.

2009-2011 | Board of Directors Member at Latitude53 Gallery

Served on Latitude's 53 board of directors as a member of the Fundraising Committee. Duties included the coordination and promotion of fundraising events which included teaming up with Metro Cinema to host art movie nights. Involvement also included volunteering on the special events committee in the planning of Latitude53's annual fundraising events/galas.

2009 | Website Officer, U of A Design Program Graduate Committee

Duties included design all online promotional materials for the 2009 U of A Design Grad Show.

2008-2009 | Vice President of the Student Design Association

Duties included directing campaigns to raise design awareness at the University and Edmonton, fundraising and the promotion and the curation of SDA exhibitions. Involvement also included creating community events for students.

2010-Present | Circle of Friends Member, Latitude53 Gallery

Latitude53 is a not for profit contemporary art gallery in Edmonton. Involvement includes attendance of artist openings, special events and volunteer work on the Board of Directors.

2012-Present | Member, Advertising Club of Edmonton

ACE is a community that fosters the growth of professionals working in the advertising/communications industry in Edmonton. Involvement includes attendance of guest speaker events, mentoring nights and the attendance annual ACE awards.

2014-Present | Member, Canadian Mental Health Association - Alberta Chapter

The CMHA is a not for profit organization that spreads mental health awareness to Albertans. Involvement includes attendance of AGM with guest speaker events.

2013-Present | Member, Graphic Designers of Canada - Alberta North Chapter

The GDC is a not for profit organization that has been Canada's national certification body for graphic and communication designers since 1956. Involvement includes attendance of guest speaker events, community building events and being a guest speaker at GDC's 2014 Pica Conference regarding Design Entrepreneurship.

2013-Present | Member, Make Something Edmonton

Make Something Edmonton has a staff and a volunteer board devoted to encouraging you to build the city you want, project by project. Involvement includes attending guest speaker events and being a feature designer at Sound Light and Motion, and art/maker festival celebrating all things Edmonton. The artwork I contributed to the event can be seen at https://youtu.be/zJ0BJf567_E

2013-Present | Member, MADE (Media Architecture Design Edmonton)

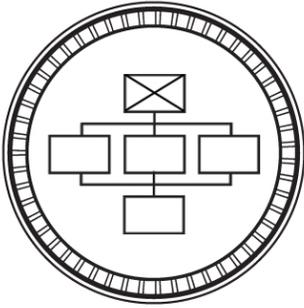
MADE is a forum for the discussion of media, architecture and design in Edmonton. Involvement includes attendance of guest speaker events and special events like their annual Street Furniture Contest

2012-Present | Member/Vendor, Royal Bison Art and Craft Show

The Royal Bison is an annual art and craft show that showcases the best local goods. Involvement involves being a vendor of my Where We Are From project.

2009-Present | Alumni/Mentor, U of A Student Design Association

The Student Design Association represents current undergraduate students and alumni of the University of Alberta. Involvement included acting as Vice President in 2009, the coordination and attendance of guest speaker and special events and the coordination of student exhibitions. Student exhibitions I helped coordinate and showcase at include Re:Purpose in 2009 and Noiseplay in 2010.



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Awards	2009 2015	W.A.V.E 2009 Young Artist Prize IABC Award of Excellence - Website design for YegCityBudget.ca
News & Media		"Nuit Blanche: A Giant Art Playground for Grown Ups" Edmonton Journal - Monday September 28, 2015 "Come One Come All for a Dronie" Metro Edmonton - August 18, 2015 "Where We Are From" Avenue Magazine - January 3, 2014 "Graphic designer's crests prove popular" Edmonton Journal - January 13, 2014 "Artist creates distinct logos for 124 Edmonton Neighbourhoods" Metro Edmonton Dec 10, 2013
Technical Skill:		Advanced skills in Adobe Creative Suite and Adobe Creative Cloud - 10+ years experience Advanced skills in typography, photography and illustration Skilled in HTML and CSS coding along with web best practices Well versed in video editing software, such as Apple Final Cut Pro Advanced skills in user interface design including learning objects and iOS devices Advanced skills in social media management (FB, Twitter, Instagram) Accustomed to multitasking in fast paced and changing creative environments/teams Advanced skills in Art Direction & Copywriting
Personal:		Continually involved in creative research, professional development and maintains involvement in creative communities in Edmonton. I have a great interest in how design can work with the social sciences and how that can shape the future.
References:	Todd Janes Executive Director Latitude53 Contemporary Art Gallery Phone: 780.819.4299 Email: todd.janes@latitude53.org	Jeff McLean Creative Director Calder Bateman Communications Phone: 780.934.8028 Email: jmclean@calderbateman.com
Client List:		- City of Edmonton - 124 Street Business Association - Make Something Edmonton - 124 Grand Market - Edmonton Fringe Festival - University of Alberta - Student Design Association - Smithsonian Folkways Recordings - Alberta Gaming and Liquor Commission - Landmark Homes - Skills Canada Alberta - Edmonton NEXTGEN - Alberta Council For Global Cooperation - Alberta Health Services - priMED Medical Products - Latitude53 Contemporary Art Gallery - Art Gallery of Alberta - Kitchen Partners - Alberta Motor Association - Canadian Automotive Association - Edmonton Valley Zoo - Alberta Lung Association - Full House Lottery - Calder Bateman - MELCOR Developments - Neighbourhood of Ambleside - Edmonton International Airport - U of A Health Department