

## JAIME CALAYO

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Canada

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1.416.275.4566

FULL PORTFOLIO AT  
[jaimecalayo.com](http://jaimecalayo.com)

Specialty:

**Design Research, Strategic Foresight & Public Engagement**

Education:

**Ontario College of Art and Design | Strategic Foresight and Innovation | 2016 - 2018**

SFI is a graduate studies program that aims at using design thinking and human centered design to map the systemic landscape of complex social issues and identify critical points of intervention. Foresight is then used to project how these interventions might move into preferred futures where strategy is then used as a tool to develop the bridge back to the present.

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

Specialization in Visual Communication Design through 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. 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:

**2017 - Present | Canadian Heritage | Design Researcher in the EnPastiche Project**

The federal department of Canadian Heritage and its portfolio organizations play a vital role in the cultural, civic and economic life of Canadians. EnPastiche was developed as a special research project in partnership with Canadian Heritage to explore how artists can be embedded in the policy design process. Duties included environmental scanning, stakeholder facilitation design, intergovernmental priority alignment and communications strategy.

**2016 - Present | Alberta CoLab | Visual Communications Designer**

Alberta CoLab was founded as a cross-ministry hub for systemic design and strategic foresight within the Government of Alberta's Department of Energy. Since its inception, it has assisted with many of the Government of Alberta's most complex strategy and policy challenges. Duties included visualizing CoLab and CoLab partner design materials including reports, systems maps and policy timelines.

**2012-2015 | Calder Bateman | Art Director**

Calder Bateman is a national award winning communications agency. Duties included reporting to the Creative Director with concepts for strategic communications campaigns that included 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.

**2009-2012 | Fission Media | Interactive Designer**

Design of promotional print and digital campaigns, video editing and the user interface design of iPhone and iPad apps. 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.

**2008 | U of A Art & Design Department | Visual Communications Technician**

Offered 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.

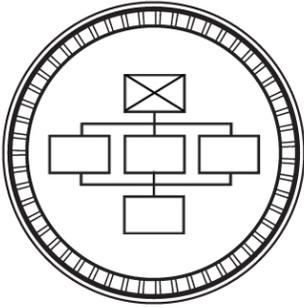
Self Directed  
& Volunteer:

**2017 - Present | Public Engagement Co-Director of Active Mode**

Active Mode is a research group focused on developing new forms of complex multi-stakeholder engagements through the use of Foresight Walks, a method that guides participants through immersive walk tours of provocative futures of public spaces. View the project online at [activemode.ca](http://activemode.ca).

**2013 - 2015 | Communications 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.



Self Directed  
& Volunteer:

**2013-Present | Public Engagement Director 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. View the project online at [wherewearefrom.com](http://wherewearefrom.com)

**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.

**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.

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

The CMHA is a not for profit organization that spreads mental health awareness to Albertans.

**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 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 being a feature designer at "Sound Light and Motion", an art/maker festival celebrating Edmonton creativity.

**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

Community  
Involvement:

Awards:

- 2009** W.A.V.E 2009 Young Artist Prize
- 2015** IABC Award of Excellence - Website design for [YegCityBudget.ca](http://YegCityBudget.ca)
- 2016** Grand Clío - Health and Wellness, HIV Edmonton Awareness Campaign
- 2017** Dean's Scholarship from Ontario College of Art and Design

Competitions:

**2016 Hult Competition** - Presenting team member: "Placeholder: A Mobile Truck for Understanding"

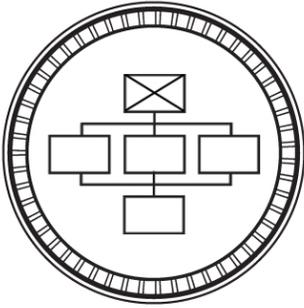
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### Featured News & Media:

**"Nuit Blanche: A Giant Art Playground for Grown Ups"** Edmonton Journal - 09/28/2015

**"Come One Come All for a Dronie"** Metro Edmonton - 08/18/2015

**"Where We Are From"** Avenue Magazine - 01/03/2014

**"Graphic designer's crests prove popular"** Edmonton Journal - 01/13/2014

**"Artist creates distinct logos for 124 Edmonton Neighbourhoods"** Metro Edmonton - 12/10/2013

### Design Thinking Methods:

Environmental Trend Analysis  
Scenario Design  
Design Foresight + Design Fiction  
Business Model Canvas  
Value Proposition Design  
Service Design  
3 Horizons Design  
Giga-Mapping  
Affinity Mapping

Influence Mapping  
Stakeholder Analysis  
Synthesis Mapping  
Participatory Design  
Empathy Mapping  
Behavioural Mapping  
Observational Research Methods  
Literature Review  
Interviews

### Communication Design Skills:

Professional skills in Adobe Creative Suite and Adobe Creative Cloud - 10+ years experience  
Professional skills in typography, photography and illustration  
Advanced skills in user interface design (learning objects and iOS devices)  
Advanced skills in Art Direction & Copywriting  
Skilled in video editing  
Social Media Campaigns and Planning

### Personal:

Continually involved in creative research, professional development and maintains involvement in creative communities. I have a great interest in social innovation and how citizen engagement can shape the future.

Basadur Creative Profile: Conceptualizer  
Myers Briggs: INFJ

### References:

**Peter Jones**  
Strategic Foresight and Innovation Professor  
Ontario College of Art and Design  
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**Chris Henderson**  
Senior Public Relations Consultant  
Calder Bateman  
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### Client List:

- City of Edmonton
- 124 Street Business Association
- Make Something Edmonton
- Edmonton Fringe Festival
- University of Alberta
- Smithsonian Folkways Recordings
- Landmark Homes
- Skills Canada Alberta
- Edmonton NEXTGEN
- Alberta Council For Global Cooperation
- Alberta Health Services
- Canadian Mental Health Association
- Jane's Walk Toronto
- Department of Canadian Heritage
- Alberta CoLab
- Skills Society Action Lab
- Shift Lab Edmonton
- Latitude53 Contemporary Art Gallery
- Art Galley of Alberta
- Alberta Motor Association
- Canadian Automotive Association
- Edmonton Valley Zoo
- Alberta Lung Association
- Full House Lottery
- Calder Bateman
- MELCOR Developments
- Edmonton International Airport
- U of A Health Department
- Immigration, Refugees and Citizenship Canada
- Brookefield Institute for Innovation and Entrepreneurship

