

AWARD-WINNING DESIGNER AND CREATIVE DIRECTOR

Transformational Leadership | Business Acumen | Artistic Talent | Strategic & Artistic Partnerships

Versatile and innovative designer and team contributor, with over 20 years' of success directing and implementing a broad range of revenue-generating design and media deliverables, from conception through launch. Recognized global leader in award-winning design and corporate identity. Demonstrate leadership, setting a vision, identifying goals, and fostering team dynamics to deliver cutting edge design products. Partner cross-functionally to build consensus and ensure projects meet deadlines, marketing goals, and budget requirements. Forge strategic and artistic partnerships to develop and deliver compelling outcomes in high-pressure and time-sensitive environments. Positioned to be part of a creative and dynamic team driving designs that capture hearts and minds.

“It's so wonderful to work with someone as talented and passionate as Gayle. She loves what she does, and it shows. And her enthusiasm for the work is infectious. She pushes me to do better and be better, and her sincere encouragement means the world to me.

— PAOLO ZINATELLI,
PRESENTATION DESIGNER

Areas of Expertise:

- Global Design Leadership
- Cutting-Edge Graphic Design
- Marketing & Branding Initiatives
- Storytelling
- Production Management
- Print / Multimedia / Social Media Delivery
- Team Leadership & Development
- Full Life Cycle Project Management
- Emotional Intelligence/Empathy/Active Listening
- Strategic & Creative Partnerships
- Redesign – Newspapers, Magazines, Multimedia
- Industry Trends

CAREER HIGHLIGHTS

- Championed and inspired National Post design team to earn 800 international design awards, including gold, silver, and judges' special recognition, earning title of 'Spirit of the Paper'.
- Demonstrated commanding leadership in attaining World's Best Designed Newspaper for four years (1998, 2000, 2011, 2015).
- Recipient of the 'Lifetime Achievement Award' from Society for News Design for outstanding leadership in the global design industry.
- Industry leadership as President and on Executive Board of the Society for News Design (1993 – 2010), instrumental in expanding the organization's global reach.
- Consistently deliver compelling, courageous, and elegant designs that inspire and create international buzz.
- Global leader and presenter on topics of innovation and typography, as well and serving on numerous design juries.

PROFESSIONAL EXPERIENCE

Creative Director, National Post, Toronto, Ontario, CA: 1998-2017

Directed delivery of news, magazine, and multimedia projects for Canada's fourth most-circulated newspaper. Provided mentorship and guidance in the delivery of elegant and timely products. Through storytelling, artistically collaborating with editors, photographers and illustrators to develop bold and compelling designs, images, and stories. Inspired and guided newsroom and upper management in delivering eye catching and innovative presentation of the news, mentoring design team to forge creativity in design style. *Continued...*

“Despite her diminutive stature, Gayle occupies a huge place at the centre of the National Post newsroom. Through her vision, imagination, enthusiasm and drive, she helps push all the staff to think visually as they put together every day’s paper. She is also, quite simply, a wonderful person to work with.

— STEPHEN MEURICE,
EDITOR-IN-CHIEF

Selected Achievements:

- Instrumental in envisioning, developing, and launching the National Post, swiftly bringing increased competition to the industry.
- Inspired and guided design team to achievement of ‘World’s Best Designed Newspaper’ award for four years.
- Provided creative design templates to mitigate staff reduction ramifications.
- Ensured quality control and timely delivery in newspaper and magazine production.
- Spearheaded a more creative and agile approach to implementing designs to complement the news, marketing, and creative goals of the organization.

Creative Director / Design Consultant, Postmedia, Toronto, Ontario, CA: 2005-2017

Directed print and multimedia operations for the Postmedia newspaper and media company, endorsed by the National Post, Postmedia’s flagship paper. Prominent daily newspapers included the Vancouver Sun, Edmonton Journal, Calgary Herald, Ottawa Citizen and the Montreal Gazette.

Selected Achievements:

- Orchestrated high-profile redesign of four media platforms across eight metro newspapers, delivering a consistent design enhancing corporate identity and resulting in cost savings.
- Training and guided over 50 Central Design Hub staff in development and implementation of new design and photo use across all eight newspapers.

Prior Career Experience:

Magazine Art Director: Fashion & Beauty, Quebec Business / **Design Editor,** Montreal Gazette,

Current Career Experience:

Freelance Creative Director / Design Consultant / Production, 2017 to present

Creating visual personality for print and digital media: marketing and branding initiatives, corporate identity, creative conceptual problem solving, strategic planning, full life cycle project management.

EDUCATIONAL BACKGROUND

Web Design and Usability, Centennial College – Toronto, ON

Certificate in Graphic Design, George Brown College – Toronto, ON

Theatre Set Design and Print Making, University of Toronto – Toronto, ON

BA, Major in Art, Minors in Psychology and English, Trinity Christian College – Chicago, IL

IT | INDUSTRY SKILLS

MS Office Suite, Adobe Creative Suite, InDesign, Photoshop, Illustrator, basic HTML, Social Media