

★ BIANCA DiPIETRO

DESIGN UNCORKED

115 Cromwell Crescent
Hamilton, ON L8G 2G1
Canada

TEL 905.745.2113

URL www.biancadipietro.com

EMAIL dipietro.bianca@gmail.com

Key Skills

Deep expertise in design thinking process, including research and prototyping. Strategic thinking, critical thinking, systems thinking and storytelling through design. Education methodologies, leadership, coaching, and mentorship models. Experience working with established branding systems and guidelines. Adventurous heart and true original.

- **Leading and collaborating with internal teams**
- **Building and developing diverse creative teams**
- **Adobe Suite (including Advanced skills in InDesign, Illustrator & Photoshop), Figma**
- **UX & UI experience and knowledge**
- **Project management software and tools including and not limited to Asana, Miro, Trello, Jira, and cloud based systems**
- **Advanced in HTML, CSS, WordPress and CMS**
- **Accessible content, WCAG 2.0 AA standards**
- **Strong organizational skills & attention to detail**
- **Experience using learning management systems**

My name is Bianca. I'm a designer, educator, and generally fearless human. I believe the best things happen when you're absolutely audacious in your approach.

Current

Creative Lead, Marketing & Brand

HelloFresh Canada, Toronto ON

November 2021–Present

I lead an in-house creative team of designers and freelancers. Together, we create high visibility, breakthrough advertising and content across multiple channels. As a thought leader, I experiment with the latest best practices to constantly improve and optimize our work, and champion our brand voice and style consistently across assets. I drive a thoughtful dual brand approach between HelloFresh and Chefs Plate to ensure creative distinctiveness in our portfolio. Encouraging bravery and boldness, I foster an open and collaborative working environment, and recruit and manage freelancers as required.

Most fearless move: Building a diverse, passionate team of designers and freelancers who are ready to take on the world of design.

Experience

Program Lead, Coordinator & Professor, Graphic Design

Humber College, Etobicoke ON

August 2016–December 2021

I oversaw planning of the Advanced Graphic Design Diploma and developed a new curriculum to align with changes in the industry. I lead and developed meaningful learning experiences by hiring bright, enthusiastic, and sometimes unconventional industry professionals to work with our students. I designed relevant pathways, programming, and industry projects throughout the curriculum. I contributed to international charrettes, professional development, building capability within teams, and other incredible initiatives that fueled our program's collective creative spirit.

Most fearless move: Bringing unconventional methodologies into the modern classroom and leaning into ways of teaching that fiercely prepare students for their unique career paths.

Art Director, Clean Eating magazine

Outside Inc., Boulder, CO

January 2014–September 2018

I successfully oversaw the Clean Eating magazine brand across many channels, including publishing, marketing, social, web, and more. I lead and developed a team of remote designers while still fostering a warm, creative atmosphere. As part of my role of Art Director, I also managed and directed food photography shoots within the GTA with food stylists and prop stylists.

Most fearless move: Confidently juggling distance, creative direction, photo shoot planning, designing, team management, print production, and more with a fully-remote team.

Principle & Designer

Bianca DiPietro Design, Hamilton ON

April 2011–Present

Web Strategist & Digital Designer

Creative Guild, Hamilton ON

March 2014–July 2016

Art Director/Creative Lead

Yellow Pages Group, Etobicoke ON

March 2013–March 2014

Graphic Designer, Clean Eating Magazine

Robert Kennedy Publishing, Mississauga ON

August 2011–March 2013

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Teaching

Sessional Professor
University of Toronto, Toronto ON
Faculty of Information
September 2021–present

Contract Instructor
Sheridan College, Oakville ON
YSDN York/Sheridan Program
September 2015–May 2016

Guest Instructor
George Brown College, Oakville ON
Data Visualization and Information
Graphics
December 2014–April 2015

Contract Instructor
Sheridan College, Oakville ON
Colour Theory for Fine Artists
January 2014–April 2014

Instructor
York University, Toronto ON
YSDN2008 Information Design 1
January 2011–April 2011

Education

Master of Design, M.Des
York University, Toronto ON
September 2009–April 2011

Honours Bachelor of Design, B.Des
York University, Toronto ON
Summa Cum Laude
September 2005–May 2009

Web Development
Juno College, Toronto ON
September 2013–January 2015

Certificates

Teaching Excellence Program
Humber College
June 2018

Digital Project Management
SuperHi Higher Online Education
August 2020

Accessibility: How to Design for All
The Interaction Design Foundation
September 2020

Emotional Design: How to make Products
People will Love
The Interaction Design Foundation
September 2020

Affiliations

Certified RGD Membership
RGD Board of Directors
Registered Graphic Designers of Ontario
May 2013–Present

Speaking

Happiness for the Next Generation
Design Thinking Workshop
Fontys University, The Netherlands
March 2019

KEA Charrette
International Student Project
Copenhagen School of Design &
Technology, Copenhagen, Denmark
October 2018, 2020, 2021