

Received  
05/28/2020  
City Clerk  
Expires  
05/28/2022

01190 - Volunteer Committee / Advisory Board Member

**Contact Information -- Person ID: 44329589**

Name: Vassoula Vasiliou Address: 128 Venetian Drive  
Delray Beach  
, Florida 33483 US

Home Phone: 561 699 9161 Alternate Phone:

Email: vassoula@vassoulavasiliou.com Notification Email  
Preference:

Former Last Name: Month and Day of Birth: 12/16

**Personal Information**

Driver's License: Yes, Florida , Class A

Can you, after employment, submit proof of your legal right to work in the United States? Yes

What is your highest level of education? Master's Degree

**Preferences**

Minimum Compensation: \$0.00 per hour;  
\$0.00 per year

Are you willing to relocate? I leave in Delray Beach do not require relocation

Types of positions you will accept: Temporary

Types of work you will accept: Part Time

Types of shifts you will accept: Evening , Rotating

**Objective**

As a member of this community for 12 + years, I am interesting in being part of the board to assist in the cities new economical and social growth and developments for the Cities local residents and businesses.

**Education**

City of Delray Beach has chosen not to collect this information for this job posting.

**Work Experience****Creative Director**

11/2013 - Present

Studio Azul (renamed V.V.Creative)  
www.vassoulavasiliou.com  
128 Venetian Drive  
Delray Beach , Florida 33483  
561 699 9161

Hours worked per week: 40  
Monthly Salary: \$0.00  
Name of Supervisor: Vassoula Vasiliou -  
Founder Creative Director  
May we contact this employer? Yes

**Duties**

- Bringing in-depth brand design ideas and product experiences to life, partnering with a diverse breadth of organizations, start ups, clients such as CoveringsEtc,. Developing website differentiation.
- Change Health Care, partnering strategically, translating key consumer needs and user requirements, UX/UI. Contexto.co, to lead and execute innovation strategy, brand transformation, workshops that focus on design and service thinking methodologies, focused on the end customer users.
- Offering senior leadership and mentorship to organizations and institutions.

**Creative Director**

1/2007 - 11/2008

Hours worked per week: 40

Monthly Salary: \$0.00

May we contact this employer? No

MNA CREATIVE WORKING INHOUSE Office Depot

www.officedepot.com

6600 north millitary trail

Boca Raton, Florida 33496

**Duties**

- Provided creative strategic vision for all Private Brands for this Global Fortune 500 office supply retailer.
- Led internal creative services and external vendors. Elevated tier of brand design delivering break-through products and services globally and through innovative trends, packaging and marketing communications, ensuring consistent brand expression in all channels.
- Mentored, managed day-to-day operations, fostered collaboration among team of 20+ professionals globally internally and external consultants, which ensured cohesiveness between products and brands in development.
- Contributed to the growth of Private Brand with over \$2B annual North America sales.
- Ensured cohesion and consistent brand voice between products and external vendor relationships.
- Collaborated with VP of Private Brand to create global brand strategy, vision and brand architecture implemented across seven countries.
- Delivered trend forecasting and designs through exceptional creativity and breakthrough innovation for all brands and Back to School collections which contributed incremental \$6M in sales, \$3.9M IGM, and increased sales penetration.
- Delivered award-winning fashionable, on trend business design solutions for Foray, Office Depot, increasing sales to over \$5.5M, expanding penetratio

**Reason for Leaving**

Office Depot bought out MNA Creative and brought the whole team inhouse as OD employees

**Creative Consultant, Brand Design Strategy and Business Development**

7/2002 - 1/2007

Hours worked per week: 40

Monthly Salary: \$0.00

May we contact this employer? No

Studio Azul

77 Crofton Park Road

London , International

**Duties**

- Principal Creative Director, developed in-depth, real-world experiences to multitude of industry sectors: Financial Services/Insurance and Banking, Entertainment, Telecommunications, Hospitality, and Manufacturing.
  - Led and mentored in-house creative teams within design studios for specific brand, innovation and guidelines systems. Companies such as ?WhatIf! and Geometry, UK.
  - Chief and External Examining Assessor for Middlesex University in collaboration with AKTO University Athens, Greece. Evaluated and appraised both MA and BA graduating design students to obtain their nal degrees.
- Primary Client Relationships:
- VISA International • Gensler Studio 585; San Francisco and London
  - BrandExcel Athens, Greece
  - ?WhatIf! Innovation, London
  - LPK; Geneva, Frankfurt & USA • P&G
  - Samsung
  - Geometry, UK

- Hasbro

### Reason for Leaving

I ran my own business in the UK, and was offered a position to run the creative group at MNA for Office Depot

### Vice President & Creative Director

1/1998 - 7/2002

Hours worked per week: 40

Monthly Salary: \$0.00

May we contact this employer? No

Fitch Worldwide

www.fitch.com

Montgomery street

San Francisco, California

### Duties

- Was one of three VP's leading 50+ person multi-disciplinary consultancy.
  - Directed branding communication team, in unced growth of teams.
  - Assisted many start-ups to achieve growth and profitability.
  - Oversaw branding, interaction and communications group, co-ordination of overall creative processes, resulting in growth of office and business from 11 to 50+ people.
  - Won \$1.5M global brand strategy and design project for Nissan Global Brand.
  - Provided creative leadership and inspiration on many multi-disciplinary branding programs including 2d & 3d.
  - Mentored, guided, and in unced new generation of graduates, by developing and teaching evening graduate and post graduate Branding Class at Academy of Art University, San Francisco.
- Primary Client Relationships:
- Nissan Motor Company
  - Arclight (Pacific Theatres) • BankOne
  - Nortel Network
  - Razer
  - Ben & Jerry's
  - Adidas
  - Museum of Craft & Folk Art

### Reason for Leaving

My H1B visa expired and had to leave to go back home to London

### Certificates and Licenses

City of Delray Beach has chosen not to collect this information for this job posting.

### Skills

Office Skills

Typing:

Data Entry:

Other Skills

IBM / AIGA Design Thinking (OFFICIALLY CERTIFIED)

Expert - 7 years and 6 months

Languages

Greek - Speak, Read, Write

### Additional Information

Professional Associations

Co-President, President - AIGA Miami Chapter, Board member for 10yrs

Honors & Awards

Delivered award-winning fashionable, on trend business design solutions for Foray, Office Depot

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**Honors & Awards**

Won 2 awards from the Graphics USA 2012 for in-house designs for holiday cards and packaging

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**Honors & Awards**

Won 4 awards from the Graphic USA 2010 for in-house design/patterns and packaging

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**Honors & Awards**

Master of Art (MA RCA), Graphic Design, The Royal College of Art, UK

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**Honors & Awards**

Vice President, Co-President, President - AIGA Miami Chapter, Board member for 10yrs

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**Honors & Awards**

Design Management Institute (DMI)

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**Honors & Awards**

Researching and Forecasting Trends; Trend-setters, WGSN, Stylus, Stylesight

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**Honors & Awards**

Guest speaker panelist, FUSE, discussion group with CPG companies such as Coca Cola, Target

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**Honors & Awards**

as well as fashion calendars for 2012/13

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**References****Resume****Text Resume****Attachments****Agency-Wide Questions**

1. Q: The Board application MUST be completed whether you submit a resume or not. It is important that your application show all the relevant experience and skills you possess that would assist you in serving on this committee or board. Applications must be received no later than ten (10) business days prior to the first City Commission meeting where the nomination for appointment to the board will be considered. Applications may be rejected if incomplete. Resumes alone WILL be rejected. PLEASE NOTE: A) ONCE YOU SUBMIT YOUR APPLICATION, YOU WON'T BE ABLE TO ADD OR CHANGE ANYTHING and you will NOT be able to reapply for the same position(s) during that posting period. B) The City of Delray Beach is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. Therefore, please be advised that all applications are public record and subject to the disclosure provisions of Chapter 119 of the Florida Statutes. In addition, please be advised that applications will remain on file in the City Clerk's Office for a period of two (2) years from the date submitted. It is the applicant's responsibility to ensure that the application on file is current.  
  
A: Acknowledged, I entered all my experience and information in this application. I understand that my application may be rejected if incomplete. Also, I understand that my application needs to be completed whether I submit a resume or not and I understand that resumes alone will be rejected. I have checked my application before submitting and I understand that I won't be able to change or add anything once the application is submitted. I also understand that my application is considered a public record and will remain on file in the City Clerk's Office for a period of two (2) years from the date it was submitted.

- 2. Q:** Declaration of Personal Information Exemption Personal Information provided in this application is public information unless the applicant qualifies for an exemption pursuant to Florida Statutes. You are encouraged to thoroughly read the applicable sub-sections of F.S. 119.071. If you qualify for an exemption, your address and phone number are protected information. If you have any questions, please contact the Clerk's Office at 561-243-7056. Do you qualify for a statutory exemption from public disclosure based upon F.S. 119.071?

A: No

- 3. Q:** If you stated yes to the above, please list under which sub-section of F.S. 119.971 do you qualify for a statutory exemption from public disclosure?

A:

- 4. Q:** The City of Delray Beach does not discriminate on the basis of race, color, national origin, sex, religion, age or disability, marital status, family status or sexual orientation in employment or the provision of services.

A: Acknowledged

- 5. Q:** I identify my gender as...

A: Female

- 6. Q:** Age

A: 41-64

- 7. Q:** Occupation (If retired, please indicate former occupation or profession.)

A: Branding Consultant, Educator + Mentor

- 8. Q:** How many years have you lived or worked in Delray Beach?

A: 12+ Years

- 9. Q:** Employer name and address

A: I own my own business V.V. Creative (recently changed name from studioazul) I am also a creative partner of Group of Humans a collective of industry leading peers. Diverse, thought provoking individuals, whose work, reputation and skills sets push creativity and technology and defines their categories. WHO WASTE NOT!

- 10. Q:** Home Phone

A:

- 11. Q:** Mobile Phone

A: 561 699 9161

- 12. Q:** Business Phone

A: As Above

- 13. Q:** Please contact me at the following phone number

A: Mobile

- 14. Q:** Please contact me at the following address.

A: Residential street

**15. Q:** Do you or any of your family members work for or serve on the board of directors of any organization which has contracted with or applied for funding from the City of Delray Beach?

A: No

**16. Q:** Do you anticipate any involvement of this kind in the future? If yes, please describe the relationship.

A:

**17. Q:** Have you previously been employed by the City of Delray Beach?

A: No

**18. Q:** Have you served on the City Commission in the last year?

A: No

**19. Q:** Are you currently serving or have you previously served on any City boards?

A: No

**20. Q:** If yes to above, then please list the boards that you have served on, and your contributions to each?

A:

**21. Q:** Do you have any relatives employed by the City of Delray Beach?

A: No

**22. Q:** EXPLANATION: If you entered yes for the question above, what is the name of the relative and your relationship. (Please indicate N/A if not applicable)

A:

**23. Q:** Are you a registered voter?

A: Yes

**24. Q:** How does your education or experience compliment the powers and duties of the Board?

A: I have a masters from the Royal College of Art in London UK, I have worked/managed large teams with larger international design consultancies, as well as corporations. I have been on several non profit boards in particular AIGA Miami for 10 years in various positions from Educational Chair, to Vice president, co-president and 3 years as president. Our mission was to grow our members as create strong community relationships through Design Thinking workshops and events to benefit the professional design and arts community. Including educational growth on business relationships for students and other professionals.

**25. Q:** Please list any professional certifications, licenses or certificates that you possess that relate to the board for which you are applying.

A: I am a certified Design Thinking Facilitator through IBM in conjunction with AIGA.

**26. Q:** **Valid e-mail address is necessary to be able to receive notifications from City Clerk's department including but not limited to notices to schedule an interview, application received or rejected notices, etc. Most correspondence will be done through e-mail notifications. Please ensure that valid e-mail**

**address shows on your application and that you remember your login information.**

A: Acknowledged. It is my responsibility to provide a valid e-mail address for correspondence and e-mail notifications. I understand that if I don't check my e-mails or forget my login information, I might miss important messages regarding the position I applied for, and/or any tests or pre-requisites that might be required of me, which could result in missing the opportunity to be considered for the position.

27. Q: I understand and agree that: The City of Delray Beach participates in E-Verify and will provide the federal government with your Form I-9 information to confirm that you are authorized to work in the U.S.

A: I understand and agree

**Supplemental Questions**

1. Q: I am interested in serving on the following committees, boards, groups or authorities. (Select up to 3 committees from the list below:)

A: Education Board  
Historic Preservation Board  
Public Arts Advisory Board

2. Q: Please list any community activities that relate to this position.

A: As an educator and mentor, I have taught at FAU, (on the board of Broward College reviewing their curriculum yearly) MDC, MIU and currently teach at Miami Ad School. As part of the board of AIGA, we conducted many public arts events and have participated with many organizations in Miami, from Arts and Business, Brit Week, set and an ran Global Jams Miami for 3 years, which included 3 global workshops on Action Design Miami, Service Design, Gov Jam and Sustainability Jam. We had involvement from many local counties and organizations particitpate in these workshop which lasted 3 days.

3. Q: List any experience that would assist you in serving on this committee, board, commission, or authority

A: I am an innovator and assist organizations, revitalize their businesses or create new ones. I am a strong believer of being part of a team and collaborating together assists in building bridges to support each other and the clients I am working with. It is about blending the best of business, social science, and desgn to establish solid solutions in problem solving.

I believe that everyone possesses deep passion, creative brilliance and greatness with in them. Achieving breakthrough creativity and gretness is not a gift, but a choice. Its not about ego, but about a conscious standard of leadership and service that drives courageous people to do teh work of tehir lives and make a lasting positiive impact on their community. I partner with clients in taking creative leaps that tap into their genius and generate great solutions what ever the problem is.

4. Q: Please indicate any activities you are involved with that may present a conflict of interest with the committee, board, commission, or authority you are applying for.

A: N/A

5. Q: How did you hear about the vacancy on this committee, board, commission, or authority?

A: City of Delray Beach Website/Social Media

6. Q: If "other" was selected for question #6, please describe here.

A:

**7. Q:** Why do you want to serve on this committee, board or commission?

**A:** To make a greater difference in Delray Beach, and steward the progress as it grows during its next phase.

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**8. Q:** What unique abilities/skillset/perspective would you bring if selected?

**A:** I bring over several decades of working with a diverse set of businesses internationally, as well as small start ups, and I love helping people and business with innovation and growth and I follow see where trends are moving towards and believe having a 360 perspectives on business and life can assist the board face whatever challenges are thrown towards them.

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**9. Q:** Please describe your understanding of the functions and capacity of the board(s), committee(s), or commission to which you are applying?

**A:** I have been a part of various boards and believe I have an appreciation for what they need to achieve.

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**10. Q:** Have you ever attended a meeting of the board or committee for which you are applying?

**A:** Yes

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**11. Q:** I understand that by applying to this committee, board, commission, or authority, I am offering a reasonable portion of my time to the City of Delray Beach and the requirements that accompany this position, including, but not limited to, routine meetings, hearings and responsiveness to the public.

**A:** Yes, I understand