



cathy donley

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SUMMARY

Results-oriented marketing graphic designer successful at applying creative, technical, and business skills to create visuals that inform and delight customers. Organized, dependable, and laser-focused on exceeding client expectations, I take pride in being effective, efficient, and easy to work with.

SKILLS

Flexible
Resourceful
Efficient
Professional
Reliable

SOFTWARE TOOLS

Adobe Creative Cloud:
Illustrator, InDesign,
Photoshop, Acrobat,
Workfront
PowerPoint

EXPERIENCE

- Highly-skilled freelance/contract graphic designer
- Strong visual, written, and core graphic design communication skills
- Delivers targeted design solutions to meet measurable business goals and requirements
- Creates different concepts and designs for each project, giving clients options and choices
- Produces high-quality creative for various mediums, including but not limited to: logos, brand identities, print collateral, product sheets, style guides, case studies, infographics, charts, graphs, brochures, ebooks, flyers, posters, presentations, templates, trade show booths, event signage, swag, advertisements, banners, email graphics, website assets, social media campaigns, promotional signage, and presentation materials
- Strong understanding of importance in accurate implementation of brand guidelines, standards, and production specifications
- Attention to detail and a keen eye for visual aesthetics
- Executes layouts and designs using on-brand typographic, color, photographic, and compositional choices
- Openness to feedback and willingness to iterate on designs
- Keen ability to produce high-quality design work with a high degree of accuracy, and within tight timelines
- Experience designing for different audiences and needs: professional services, technology, finance, insurance, corporate meetings and events, athletics, real estate, etc.
- Quick learner with excellent computer abilities
- Works well independently and collaboratively to handle complex concepts while always ready to go beyond basic assignments

WORK HISTORY

Cathy Donley Design Marietta, GA
Freelance Graphic Designer
1993 - current

Equifax Atlanta, GA
Contract Senior Graphic Designer
08/2015 - current

Hiscox Atlanta, GA
Contract Senior Graphic Designer
11/2022 - 01/2023

Gartner Stamford, CT
Contract Senior Art Director
08/2001 - 05/2002

Clarion Marketing Greenwich, CT
VP Senior Art Director
01/2000 - 07/2001

Hothead Studios Atlanta, GA
Art Director
09/1998 - 11/1999

Edison Brothers Stores St. Louis, MO
Graphic Designer
08/1991 - 08/1993

EDUCATION

Bachelor's degree: **Graphic Design**
Minor: **Business Administration**
Eastern Illinois University 1991

CLIENTS & PROJECTS

Athlete's Foot . Atlanta Committee for the Olympic Games . Brasstown Valley . Cadillac . Career Sports & Entertainment . Cartoon Network . Estee Lauder . Equifax . Hiscox . Kellogg's . KitchenAid . Kroger . LaFace Records . Lithonia Lighting . Mandarin Oriental Hotel . Morningstar Farms . Norelco . The Coca-Cola Company . The History Channel . ValidiFI . VISA/Reading is Fundamental . World Championship Wrestling