cathy donley

Senior Graphic Designer | Marietta, GA 30068 | 678-372-8699 | cathy.donley@gmail.com | **cathydonley.com**

SUMMARY

Results-driven graphic designer with extensive experience creating high-quality visual solutions for marketing, branding, and business communications. Skilled in layout design, typography, data visualization, and brand-consistent creative execution across digital and print. Highly organized, dependable, and recognized for accuracy, speed, and creative problem-solving.

CORE SKILLS

- Graphic & layout design
- Visual communication
- Branding & identity systems
- Infographics, charts, data visualization
- Print & digital marketing collateral design
- Website & social media graphics
- Conference & event materials design
- Brand guideline implementation
- Cross-functional collaboration
- Fast, accurate turnaround under tight deadlines
- Independent and team-based workflow

SOFTWARE

Adobe Creative Cloud – **Illustrator, InDesign, Photoshop, Acrobat, Workfront, PowerPoint**

EDUCATION

BA – Graphic Design
Minor – Business Administration
Eastern Illinois University

WORK EXPERIENCE

Cathy Donley Design – Freelance Graphic Designer
Marietta, GA | 1993 – Present

- Provides contract design services to corporate, agency, and B2B clients across professional services, technology, finance, insurance, real estate, and consumer brands.
- Creates logos, brand identities, print collateral, product sheets, brochures, case studies, infographics, charts, ebooks, posters, trade show graphics, event signage, social media assets, website graphics, presentations, templates, and promotional materials.
- Maintains accuracy in production specifications, color, typography, and brand standards.
- Delivers creative projects with speed, precision, and consistency.
- Collaborates with marketing, communications, and product teams to execute on-brand visual solutions.

Equifax – Contract Senior Graphic Designer
Atlanta, GA | 08/2015 – 02/2025

- Supported corporate marketing and communications through design of product sheets, ebooks, white papers, infographics, trade show displays, and internal/external collateral.
- Translated complex concepts into clear, visually compelling graphics while adhering to brand guidelines.

Hiscox Insurance – Contract Senior Graphic Designer
Atlanta, GA | 11/2022 – 01/2023

- Designed marketing materials across digital and print channels.
- Ensured alignment with brand guidelines and messaging standards.

Gartner – Contract Senior Art Director
Stamford, CT | 08/2001 – 05/2002
Designed and produced marketing collateral for corporate conferences.

Clarion Marketing – VP, Senior Art Director
Greenwich, CT | 01/2000 – 07/2001
Oversaw creative development and design for client campaigns, promotions, and brand programs. Key clients: The History Channel, Morningstar Farms, Cadillac, Estee Lauder, Norelco, Kellogg's, Kitchen Aid.

Hothead Studios – Art Director
Atlanta, GA | 09/1998 – 11/1999
Designed and produced marketing collateral for World Championship Wrestling, Kroger, Athlete's Foot, The Coca-Cola Company.

Edison Brothers Stores – Graphic Designer
St. Louis, MO | 08/1991 – 08/1993
Designed and produced graphics to support retail marketing and in-store visual materials for 5-7-9 women's clothing chain.