



Dawn Talkowski Chatterley

Owner | Corporate Design Specialist | Freelance Designer

www.EnvisionGraphicDesigns.com/Portfolio

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EDUCATION

Sanford-Brown College Online
(formerly International Academy of Design
and Technology), Tampa, FL

President's List & Dean's List, GPA 4.0

Bachelor of Fine Arts, Graphic Design
February 2017

Associate of Science, Graphic Design
May 2015

SKILLS

Graphic Design

Creative Layout, Publication
Design, Typography, Color Theory,
Branding & Identity, Package
Design, Multimedia

Web Design

User Interface Design, SEO,
Publication and Package Design

PC TECHNOLOGY

Adobe Creative Cloud

InDesign, Photoshop, Illustrator,
Dreamweaver, Acrobat

Microsoft Office 365

Word, Excel, PowerPoint, Outlook

Web Coding

Some experience with
HTML5, CSS 3.0, WordPress

PROFESSIONAL EXPERIENCE

Envision Graphic Designs, Port Orange, FL

OWNER, CORPORATE DESIGN SPECIALIST, FREELANCE DESIGNER (July 2014-Present)

- Identify the scope of client projects and advise on strategies to reach target audiences
- Determine appropriate messaging and transform client visions into superior marketing and identity materials that inspire, inform, and captivate target audiences
- Select colors, images, text styles, and layouts that identify a product or convey a message
- Develop layouts, templates and production design for full range of marketing collateral including but not limited to advertisements, brochures, digital media, magazines, and corporate reports

CCS Fundraising, Chicago, IL

GRAPHIC DESIGNER (December 1998-March 2020)

ADVERTISING & PUBLICATIONS PROJECT MANAGER (November 2004-June 2014)

- Served as an integral part of the Marketing Team for the largest and most successful fundraising consulting firm worldwide
- Solely responsible for designing new and innovative marketing collateral to support 12 regional offices including ads, brochures, publications, mailing pieces, etc. for internal and external use in both print and digital publications
- Managed advertising program, budgeted and tracked costs, and evaluated publications to ensure best ad placement strategy
- Solely responsible for designing print and digital ads for national/international, industry-specific, regional, client, and conference publications (125+ print ads placed annually)
- Maintained website content, reviewed analytics, and ensured frequent and timely updates
- Developed, published, and maintained CCS Marketing Standards
- Prepared monthly Executive Marketing Report
- Responsible for stock image searches and image creation (vector images/icons)
- Supported graphics and design portion of Direct Mail, Special Events, and Conferences
- Prepared weekly digital newsletter and special print pieces for key announcements
- Regularly used Photoshop to create and edit images and retouch photos

