

CATHERINE DONLAN

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EDUCATION

[RHODE ISLAND SCHOOL OF DESIGN \(RISD\)](#) | Providence, RI
Bachelor of Fine Arts (BFA), Graphic Design (2004)

GRAPHIC DESIGNER

15 years of experience

Collaborative, client-focused graphic designer with expertise in digital and print, translating business strategies into elevated design solutions and communication campaigns that support brand vision. Skilled in developing and rolling out design assets for multiple platforms and channels, from concept through final production. Excel in meeting critical deadlines under pressure.

- Excellent design skills with expert knowledge of layout, color, typography, and messaging hierarchies.
- Proven understanding of the principles of design, theories of communication, and strategies for problem solving.
- High level of initiative, attention to detail, collaboration, organizational abilities, and flexibility to changing needs.

Core Competencies Include

Multi-Page Document Layout • Inbound & Content Marketing Best Practices • Storytelling • Graphic Design Proposal & Creative Development • Photo Editing • Poster & Advertisement Design • Marketing Collateral • Templates Logo Creation • Digital Graphics/ Social Media • Infographics & Iconography • Project Management • Vendor Communication

Technologies & Digital Publishing Solutions

Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator, Acrobat) • Microsoft Office (Word, PowerPoint) • Sketch

EXPERIENCE

[AFL-CIO HOUSING INVESTMENT TRUST \(HIT\)](#) | Washington, DC
Lead In-House Graphic Designer (2005 – 2019)

Produced innovative, polished design solutions for \$6B socially responsible investment company, working jointly with CEO and multi-disciplinary groups in Communications, Marketing, Legal, and Finance. Supervised summer interns.

Strategized creative design elements of visual communication solutions—from concept development to mock-ups, revisions, and final delivery across multiple channels—ensuring quality and on-time delivery in high-volume, deadline-driven environment while cultivating a collaborative, upbeat culture of productivity and excellence. Joined department heads in meetings and brainstorming sessions, discussions, and reviews to ensure clarity and meaning before execution.

Designed and developed print and digital assets, overseeing creative development, photo curation, and print production. Created annual/semi-annual reports, marketing handouts, banners, posters, invitations, investment maps, newsletters, special reports and publications, charts, and infographics. Contributed to brand guidelines, pattern libraries, and design templates.

- Created logo design for HIT's subsidiary, Building America CDE.
- Envisioned unique solution for the St. Louis trade show: a human-sized, 3D facsimile of the St. Louis Arch.
- Designed book jacket cover for autobiography of AFL-CIO President Emeritus, [Looking Back, Moving Forward](#).

[PLANTARION LLC; GREEN BODY BRAND](#) | Washington, DC
Graphic Designer (Freelance, unpaid) (2020 – present)

[SHARE OUR STRENGTH](#) | Washington, DC
Graphic Designer Intern (2004 – 2005)

Took on design projects for nonprofit organization, including branded brochures, publications, and campaign collateral.

