

VONDA WITLEY

VISUAL COMMUNICATOR



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Photo: Vonda Witley | Glacier Lagoon, Iceland

EXPERIENCE

- FREELANCE DESIGNER + CREATOR**
VisionSeed Design and Publishing | 1994 – present
Manage and produce a broad range of graphic design and publishing projects for state agencies, local government, educational institutions, non-profit organizations, spiritual communities, commercial businesses, and individuals.
- PROJECT MANAGER + VISUAL INFO SPECIALIST**
National Park Service | 2023 – present
Serve NPS mission working through NEW Solutions experienced workforce program.
Manage and coordinate projects for interpretive displays and visitor experiences at NPS sites (LYJO and WACO).
Design and create visual communication products and training materials for NPS staff and visitors (LYJO and STMA).
- INFORMATION DESIGNER**
WA Department of Health | 2014 – 2023
Lead Creative Services team and define new bodies of work for information designers, including data visualization.
Supervise, coach, and develop high performing design and video staff, and facilitate strategic planning for unit.
Initiate and manage creation of resources, templates, and trainings related to visual communications.
- GRAPHIC DESIGNER**
WA Department of Health | 1998 – 2014
Develop, design, and lead production of health promotion materials in a variety of media including print and digital.
Plan, organize, and administer health education programs and health communication strategies.
Provide consultation, training, and technical assistance to public health programs at state and local levels on effective information design.

SKILLS

InDesign	<div style="width: 95%;"></div>
Illustrator	<div style="width: 95%;"></div>
Photoshop	<div style="width: 95%;"></div>
Leadership	<div style="width: 95%;"></div>
Communication	<div style="width: 95%;"></div>
	novice expert

EDUCATION

- AMERICAN UNIVERSITY**
SCHOOL OF INTERNATIONAL SERVICE
Washington, DC | 1983 – 1987
BA, International Relations, cum laude
Specialization in Cross-cultural Communications
Study abroad 2 semesters in Copenhagen, Denmark
- SOUTH PUGET SOUND CC**
LEADERSHIP DEVELOPMENT
Lacey, WA | 2013 – 2016
105 hours in 5 core courses + 40 hours of electives
Certificate in Public Management/Public Service
- PROFESSIONAL DEVELOPMENT**
Relevant workshops | 2016 – present
Leading with Insight, 2022
Outward Mindset, 2019, 2018
Storytelling with Data, 2018
Leading Others, 2017
Ethics in Leadership and Decision Making, 2016

REFERENCES

- Jorge Acevedo** | LYJO Interpretation + Education Chief
work: 830.868.7128 x235 | mobile: 830.613.7726
email: jorge_acevedo@nps.gov
Relation: Supervisor, December 2023 – present
- Sandy Mealing** | WA DOH Creative Services Mgr
work: 564.999.3565 | mobile: 360.349.6843
email: sandy.mealing@doh.wa.gov
Relation: Supervisor, June 2020 – January 2023
- Julie Pawlowicz** | Graphic Designer
mobile: 708.567.4404
email: julie.pawlowicz@gmail.com
Relation: Creative teammate, April 2017 – January 2023

PERSONAL STATEMENT

I am a graphic designer, writer, editor, and photographer. I bring complex ideas into form in ways that make them approachable and visually appealing. I serve others by truly listening to clients' needs. I am a trusted leader and co-creator. I consistently meet and exceed expectations in quality and service. And I strive to influence good decision making where trust and respect are core values.