

VONDA WITLEY

VISUAL COMMUNICATOR



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Photo: Vonda Witley | Glacier Lagoon, Iceland

EXPERIENCE

- FREELANCE DESIGNER + CREATOR**
VisionSeed 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.
- INFORMATION DESIGNER**
WA Department of Health | 2014–present
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



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 have devoted my professional life to serving others through creation. By truly listening to clients' needs, I provide innovative and insightful solutions. I am a trusted leader and co-creator. I consistently meet and exceed expectations in quality and service. As a change agent, I strive to influence good decision making where trust and respect are core values.

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, 3-day classroom + e-learning, 2017
Ethics in Leadership and Decision Making, 2016

REFERENCES

- Sandy Mealing | Creative Services Manager**
work: 564.999.3565 | mobile: 360.349.6843
email: sandy.mealing@doh.wa.gov
Relation: Direct supervisor, June 2020–present
- Julie Pawlowicz | Graphic Designer**
work: 360.890.0561
email: julie.pawlowicz@doh.wa.gov
Relation: Direct report, teammate, April 2017–present
- Don Martin | Health Educator and Writer (retired)**
mobile: 778.712.1038
email: don.orr.martin@gmail.com
Relation: Direct supervisor, mentor, 1998–2014