

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.
- PROJECT MANAGER + INFORMATION DESIGNER**
LBJ National Historical Park | 2023 – present
Manage and coordinate contracts for interpretive displays and visitor experiences at NPS Texas White House complex.
Design and create visual information products and displays for interpretive program staff and visitors at LBJ National Historical Park and Waco Mammoth National Monument.
- 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



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

- Sandy Mealing | Creative Services Mgr**
work: 564.999.3565 | mobile: 360.349.6843
email: sandy.mealing@doh.wa.gov
Relation: Direct 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
- Catherine Hinrichsen | Program Communications Mgr**
mobile: 206.755.7904
email: chinrichsen@seanet.com
Relation: Comms colleague, December 2020 – 2022

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.