Cathee Frazer

Senior visual design and brand systems leader.

www.catheefrazer.com 540.216.1309 cfrazerdesign@gmail.com

Professional Summary

Strategic brand and creative leader with more than 15 years of experience building visual identities, design systems and communications for complex, mission-driven organizations, including international nonprofits and federal agencies.

Combines brand strategy and creative direction with hands-on visual design, accessibility and production expertise across print and digital environments.

Experienced in developing scalable brand standards, guidelines, templates, iconography and visual systems while leading cross-functional teams, vendors and creative partners.

CORE COMPETENCIES

Visual design and creative direction | Brand strategy & stewardship | Design systems | Creative direction | Iconography | Section 508 accessibility | Publication design | Print & digital production | Large-format graphics | Apparel & promotional materials | Visual storytelling | Cross-functional leadership | Vendor management | Stakeholder engagement | Project management | Remote work

EDUCATION

Bachelor's in Fine Arts, Longwood University

Strategic Communications Certification, Johns Hopkins University
Section 508 Compliance Certification, Government Services Administration

EXPERIENCE

Senior Brand Strategist, Viderity – U.S. National Science Foundation (current)

Lead brand management and visual strategy for internal/external communications.

Develop visual assets, templates, presentations and branded materials for high-visibility initiatives.

Developed and established the NSF Brand Identity Portal and Brand Standards Manual, creating scalable resources for consistent implementation.

Developed a branded iconography style and supporting visual system, with standards and guidance for consistent use.

Apply Section 508 accessibility requirements across visual communications and advise internal and external stakeholders.

Manage vendor collaboration and consistent cross-functional creative workflows.

Senior Graphic Design Officer, Rainforest Trust

Spearheaded development of a centralized visual brand system and brand guide.

Led the design and rollout of 30th Anniversary campaigns , publications and materials.

Managed cross-functional creative workflows and junior designers.

Built scalable brand guidance and messaging across print, digital & multilingual applications.

Art Director, Design Lab

Directed creative strategy and hands-on design for client brand systems, campaigns, publications and signage.

Managed and mentored junior designers in a fast-paced studio environment.

Established brand guidelines and visual standards across multiple platforms.

Managed client, vendor and production relationships from concept through delivery.

Oversaw project budgets, timelines and creative production for promotional and marketing programs.

SKILLS

DESIGN & CREATIVE EXPERTISE

Visual Design
Design Systems
Brand Stewardship
Art Direction
Accessible Design
Print Production
Strategic Communications

TECHNICAL EXPERTISE

Adobe Creative Suite
InDesign, Photoshop, Illustrator
Microsoft Office
Word, PowerPoint, Outlook, Excel
Aquia/Widen
Asana
Wordpress
AI integration tools

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Awards and Recognition

Official Recognition from Dr. Sethuraman Panchanathan,
Director of the U.S. National Science Foundation

Hermes Creative Awards
- **Platinum Award**
  Print Media – Publications
- **Gold Award**
  Print Media – Design

MarCom Awards
- **Platinum Award**
  Print Media – Publications
- **Gold Award**
  Video/Film – Nonprofit
- **Honorable Mention**
  Print Media – Publications

IDA Design Awards
- **Honorable Mention**
  Print – Annual Reports

Prezi
- **Best Non-Profit**

CERTIFICATIONS

Strategic Communications in Technical Organizations,
Johns Hopkins University

Effective Presentations and Persuasive Writing,
Johns Hopkins University

Foundations of Strategic Communications,
Johns Hopkins University

Getting Started with Section 508
U.S. General Services Administration

Section 508: What is It and Why is It Important to You?
U.S. General Services Administration

Procuring Section 508 Conformant ICT Products and Services Basics
U.S. General Services Administration

EXPERIENCE, continued

Graphic Designer, Ad Vice Studios
Led design and production initiatives for large-scale client environments, including signage and permitting processes.

Managed projects from creative development through production, coordinating with architects, developers and inspectors.

Reviewed CAD drawings and production specifications for accuracy and compliance.

Managed concurrent creative deadlines, product documentation and reporting. and marketing programs.

Marketing Specialist, Embrace Home Loans
Managed communications and outreach for recurring and high-value clients.

Created branded event and promotional materials across print and digital channels.

Standardized logo marketing materials to align with enterprise brand guidelines.

Managed cross-functional content workflows and recurring campaign deliverables.

Developed communications plans informed by engagement metrics and response data.

Graphic Design Intern, Camp Friendship
Led creative and marketing initiatives supporting a 50th Anniversary campaign.

Designed digital media and visual storytelling assets for social channels and family communications.

Photographed and filmed events, trainings and facilities for marketing use.

Managed creative deadlines, production and project reporting.

Graphic Design Intern, Gropen Signs, Inc.
Designed and produced environmental graphics using router, screenprint, vinyl and etching methods.

Created interior signage and fixtures aligned with state code and production requirements.

Reviewed CAD drawings and translated specifications into manufactured visual products.

Produced large-format signage, vinyl graphics and marketing materials.

Manager, Cyclone Graphics
Managed a 12-person creative production team.

Developed departmental branding styles and visual standards.

Designed and manufactured custom screenprints, apparel and promotional materials.

Produced team spirit wear, large-format hall signage and event graphics.

Partnered with local business and school stakeholders to deliver branded materials on deadline.

REFERENCES AVAILABLE UPON REQUEST

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