

Kelly Pavao

graphic design | print design | digital design | UI/UX design | social media | game design | video

KELLY@KELLYPAVAO.COM | KELLYPAVAO.COM | LINKEDIN.COM/IN/KELLYPAVAO/

Summary

Versatile and detail-oriented graphic designer with 10+ years of experience in print, digital, UI/UX, and instructional design. Skilled in creating accessible, visually engaging materials for training, marketing, and product development. Strong collaborator with expertise in Adobe Creative Suite and visual systems.

Tools

- InDesign
- Word/Docs
- Illustrator
- Excel/Sheets
- Photoshop
- Asana/Trello
- PowerPoint
- SharePoint
- Premier Pro
- HTML/CSS

Education

University of Massachusetts
Dartmouth, MA
BFA Digital Media
BFA Fine Arts
Magna-Cum Laude; May 2009

Additional Experience

FREELANCE GRAPHIC DESIGNER

Various companies | 2009–present

Ruff Tales Rescue

- marketing materials

Krunchy Games and Labyrinth Games

- rulebook design/layout
- kickstarter graphics
- game component design

Arts Laureate

- media packaging

AAAS/Science Magazine

- magazine design/layout

Ratner Companies

- magazine design/layout
- print/digital media
- product design
- photography

FHI 360, Dentons, and PYMNTS

- multi-page publications
- print/digital media
- infographics & template design

Recent Experience

SENIOR TRAINING AND DEVELOPMENT GRAPHIC DESIGN SPECIALIST

CATHEXIS | May 2022–present

- Designed and produced 508-compliant, branded training materials across ILT, vILT, and WBT formats for major federal education programs, reaching thousands of transitioning service members.
- Led design efforts for key curricula including:
 - VA Benefits and Services [6-hour course]
 - BAS Benefits Advisor Refresher Training (BART) [4+ hour course]
 - BAS New Hire Training (NHT) [10 full 8-hour days of training]
 - Women's Health Transition Training (WHTT) [4-hour course]
 - Military Life Cycle (MLC) series [16 one-hour courses]
- Created full instructional packages including Instructor Guides, Participant Guides, Virtual Facilitator Guides, Benefits Advisor Guides, Interactive Participant Guides, Online Resource Guides, with instructor versions for use with both Adobe Connect and Microsoft Teams.
- Designed instructor-facing Quick Start Guides and Job Aids to streamline virtual facilitation across platforms.
- Spearheaded concept and visual development of the Know Before You Go Workbook, a new supplemental product for service member readiness.
- Designed graphics for 10+ internal CATHEXIS training courses, supporting staff development and internal learning initiatives.
- Built and maintained a comprehensive design system including file organization, a version control system, style guides, templates, custom infographics, and reusable asset libraries (color templates, icons, logos, QR codes, photos, and graphics).
- Created layout designs and visual content (including custom infographics) for short- and long-form deliverables including white papers, course design documentation, instructional analysis, proposals, and internal process materials.
- Reviewed and refined visual materials to ensure design integrity, compliance with Section 508 accessibility, and alignment with federal branding and instructional goals—all while meeting strict deadlines.
- Collaborated with curriculum developers, analysts, and project managers in a remote-first environment; managed asset versioning and timelines using SharePoint and Asana.

HEAD OF VISUAL DESIGN AND GLOBAL MARCOM

Common Sensing | Oct 2017–Jan 2021

- Directed a comprehensive reorganization of the design repository, creating a file versioning and asset management system that boosted efficiency and collaboration.
- Designed and updated a wide range of marketing and product materials, including presentations, packaging, technical manuals, UI elements, icons, custom illustrations, and a custom product alphabet.
- Led the redesign and ongoing management of the company website, developing new pages, optimizing SEO, and coordinating content updates with developers and the quality system.
- Updated social media profiles with current information and graphics, and created a posting calendar to ensure consistent branding and audience engagement.
- Authored and designed web content, press releases, and marketing collateral to support company growth and visibility.
- Collaborated closely with UI/UX teams to improve product interfaces, including designing a complete base alphabet font for the Gocap screen.
- Ran marketing meetings, supported audit preparations, and contributed to cross-functional projects enhancing brand cohesion and communications.

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Recommendations from direct managers:

"I had the privilege of managing Kelly during our time together at CATHEXIS, and I can confidently say she is one of the **most impactful design professionals I've ever worked with**. From the moment she joined the team, Kelly brought not just top-tier design skills, but also structure, initiative, and a deep understanding of how good design enhances both the message and the user experience.

One of her standout contributions was her meticulous overhaul of our graphic design SharePoint library. Before Kelly, the system housed hundreds of assets that were inconsistently named and difficult to locate. She single-handedly revamped the entire structure—establishing clear naming conventions, logical folder structures, and easy-to-navigate organization. That effort alone saved countless hours for our team and improved the quality and consistency of our internal and external products.

Kelly's creative influence is seen across some of our most visible and high-impact products. She was the lead designer on the Women's Health Transition Training (WHTT) course, which received outstanding praise from the VA TAP team for its clarity, visual appeal, and thoughtful design. Beyond that, Kelly always had a hand in shaping the visual identity of our deliverables—creating custom graphics that elevated everything from presentations to instructor guides, infographics, job aids, and more.

Her work ethic is matched by her collaborative spirit. Kelly is the kind of teammate who jumps in without hesitation, offers thoughtful solutions, and always keeps the bigger picture in mind. Her designs are now seen across the VA and are often recognized for their professional polish, intuitive layout, and visual impact.

If you're looking for a designer who brings more than just technical skill—someone who improves processes, raises the standard of design, and adds value to the entire team—Kelly is that person. Any organization would be lucky to have her."

MICHAEL GAUDIANO

Training & Development Manager at CATHEXIS

"Kelly does a great job and is a pleasure to work with. Attention to detail, execution, and thorough follow up is a strong suit. She possesses a creative, yet practical skill set. Great attitude and will help get you on the right track."

KEVIN SCHMID

CEO of Common Sensing

"Kelly is highly motivated and passionate about her work. She works quickly and accurately, so multiple revisions are seldom needed. Kelly provides great input to the projects and always seeks to provide the best product possible. It's a delight to work with someone as talented and motivated as Kelly."

SEAN SANDERS

Senior Editor, Custom Publications, and Outreach Program Director at Science/AAAS

"We needed someone who could create sharp, professional-looking print materials for a range of clients quickly. Kelly has fit the bill perfectly, and her designs give our products exactly the kind of professional sheen we're after. Whether given materials to work with or designing from scratch, Kelly produces a creative, clean, eye-catching design that we're always proud to ship. It's great knowing that the packaging design for our discs is something we don't need to worry about!"

STEPHEN O'CONNER

Product Manager at Arts Laureate

"Kelly is a talented designer and highly intelligent problem solver. Her work for Dentons was well researched and executed as well as visually compelling and on brand. Kelly met demanding deadlines consistently and interpreted the briefs she received exceptionally well. She collaborated with the creative team as well as our clients in a professional manner that was well received and that kept projects on schedule. She was truly an asset to our team."

JENNIFER BEATTY

Global Design Manager at Dentons