

# Catherine Atlas

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## Professional Experience

### Contract Graphic & Digital Designer (January 2026–present)

Lantern | Remote, *part-time*

- Create graphics and content supporting marketing, fundraising, and business development
- Plan, write, and design twice-weekly social media posts (copy, captions, and calls to action)
- Promote new program launches with deliverables: flyers, postcards, banners, social graphics

### Digital & Graphic Designer (February 2023–February 2025)

Journal Communications | Remote

#### *Digital responsibilities*

- Designed desktop and mobile website mockups for Livability.com and FarmFlavor.com
- Designed UX/UI components: navigation, forms, widgets, calls to action, charts, icons, and data
- Designed graphics and infographics and edited images for articles, promotions, and campaigns
- Designed e-newsletter templates for 4-H, Livability.com, and Let's Talk Talent
- Designed static and animated graphics for social media and video
- Supported design strategy, style guides, and art direction for digital projects
- Assisted with concept layouts, block diagrams, and user flows
- Designed presentations for prospective partnerships, sponsorships, and clients
- Contributed to daily meetings on strategy, development, UX, and SEO

#### *Print responsibilities*

- Handled layout, corrections, and proofing for magazines, travel guides, and marketing materials with the Art and Creative Directors
- Secured imagery with Content and Photography teams, contacting sources as needed
- Sourced, trafficked, and quality-checked photos, video, illustrations, and graphics
- Coordinated editorial changes and made precise layout adjustments
- Supported client relationships by meeting client needs and objectives
- Created press-ready files to vendor specifications

### Learning Experience Designer (July 2022–February 2023)

Center for Patient and Professional Advocacy, Vanderbilt University Medical Center | Remote

- Designed in-person, mobile, and virtual learning materials for workforce development, credentialing, and role-specific training
- Applied rapid instructional design and adult learning theory to build learning objectives
- Partnered with teammates to deliver engaging learning materials for clients
- Produced virtual presentations and courses led by VUMC faculty

## **Managing Editor (April 2021–July 2022) · Editor (August 2017–April 2021)**

Patient Education, Vanderbilt University Medical Center | Remote

### *Achievements*

- Created department design standards for accessible, engaging patient materials consistent with Vanderbilt branding
- Designed presentations, posters, survey cards, COVID-19 education, advisory council materials, award marketing, and construction wayfinding
- Redesigned the VUMC Patient Education website for easier navigation
- Created 18 print templates (pediatric, adolescent, adult) for all Vanderbilt Health patient materials, ensuring consistency, health literacy, and age-appropriateness
- Built a department video production workflow, from first client contact through post-production and publishing

### *Ongoing responsibilities*

- Trained providers and clinicians to use health literacy guidelines in patient care
- Designed presentation materials for Patient- and Family-Centered Care
- Created health-literate patient materials: handbooks, education, intake forms, and videos
- Reviewed all editors' video scripts and first drafts before client review
- Led bimonthly video team meetings with updates, resources, and support
- Provided design guidance for patient handbooks and special projects
- Designed the annual Impact Report for 5 Patient and Family Advisory Councils

## **Program Manager (2013–2017)**

Family Resource Center, Monroe Carell Jr. Children's Hospital at Vanderbilt | Nashville, TN

- Developed and managed a school garden program at two Metro Nashville schools, including a healthy-lifestyle curriculum, teacher nutrition education, and local agricultural partnerships
- Ran Jo's Reach Out and Read Book Club: stayed within budget, wrote supplemental grants, managed volunteers, and updated pediatricians and supporters
- Designed wayfinding and signage during a year-long Children's Hospital lobby renovation
- Created presentations for hospital and board leadership
- Partnered with Marketing, Translation Services, and Patient Education on content for clinicians and diverse patients
- Managed the annual Time for Remembering pediatric bereavement ceremony, a five-month process covering design, volunteers, vendors, and setup, within budget

## **Activities Coordinator (2010–2013)**

Books from Birth of Middle Tennessee (Dolly Parton's Imagination Library), Monroe Carell Jr. Children's Hospital at Vanderbilt | Nashville, TN

- Managed department web content with Vanderbilt Marketing
- Designed visuals for monthly board meetings
- Created consistently branded email blasts and mailings for donors, supporters, and volunteers
- Designed posters, invitations, and signage for community and fundraising events
- Managed volunteers for fundraising and community-wide annual events

## Earlier Experience

| <b><u>Role</u></b>                           | <b><u>Organization</u></b>                                   | <b><u>Dates</u></b> |
|----------------------------------------------|--------------------------------------------------------------|---------------------|
| Director of Recruitment                      | Northwestern Mutual, Franklin, TN                            | 2009–2010           |
| Program Coordinator                          | Book'em, Nashville, TN                                       | 2008–2009           |
| Marketing Manager                            | ERA Pacesetter Partners Real Estate, Brentwood, TN           | 2007–2009           |
| Volunteer, Fundraiser, Documentarian         | Sweetwater House Vocational School (NGO), Ghana, West Africa | 2006–2007           |
| Personal Trainer                             | Chadwick's Training Studio, Franklin, TN                     | 2005–2006           |
| Project Manager / Executive Assistant to CEO | Full Sail University, Winter Park, FL                        | 2001–2004           |
| Account Coordinator                          | Young & Rubicam, New York, NY                                | 2000–2001           |

## Community Involvement

**Board Member**, Broomfield Council on the Arts and Humanities | Broomfield, CO  
- Design and create the quarterly newsletter and marketing materials

**Volunteer**, A Precious Child | Broomfield, CO

**Volunteer**, Backstory Theatre | Broomfield, CO

## Education

**Full Sail University** – BS in Graphic Design, Valedictorian (2020)

**University of Tennessee** – BS in Communications (1999)

## Skills

**Technical:** Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, XD), Canva, eNewsletters, Instagram and Facebook, WordPress, Wix, Microsoft Office, Google Workspace, Keynote/PowerPoint, virtual meeting platforms, survey software, video editing, voiceovers, typography, presentation design, wayfinding

**Professional:** communication, critical thinking, detail orientation, event coordination, initiative, organization, problem-solving, project management, teamwork, time management, volunteer management, working independently