

Catherine Atlas

CONTACT

(615) 430-1949

catherineatlas@gmail.com

Online portfolio:

catherineatlas.com

EDUCATION

Full Sail University
BS in Graphic Design
Valedictorian
(2020)

University of Tennessee
BS in Communications
(1999)

Brentwood High School
(1995)

Professional

Digital & Graphic Designer (February 2023–present)

Journal Communications | Remote

Digital responsibilities

- Design full website mockups to spec for desktop and mobile screens for Livability.com and FarmFlavor.com
- Design UX/UI components for new and existing websites including elements like navigation, interactive forms, widgets, calls-to-action, linking, charts, graphs, custom icons, data display, etc.
- Design flat-art graphics and infographics along with selecting and altering images for single articles, article series, special promotions and campaigns
- Photo editing, manipulation and text overlay
- Assist with graphic design strategy, style guides and art direction for all digital projects
- Assist with email marketing design, special promotions and calls-to-action
- Assist with animated graphics and content layout to help “tell the story” in website articles
- Assist with graphics for video
- Assist with conceptual and perceptual layouts, block diagrams and user flow
- Assist with presentation layout and design for prospective partnerships, sponsorships, clients, etc.
- Share of voice in daily meetings about strategy, development, UX and SEO

Print responsibilities

- Assist design team in page layout, corrections and proofing for multiple print products, including lifestyle magazines, travel guides and marketing materials, as well as other miscellaneous print and digital pieces, working closely with Art Director and Creative Director to ensure design work is up to company standards
- Work closely with Content and Photography teams to secure available and appropriate imagery, calling and emailing sources when necessary
- Source, traffic and quality check visual assets, including photography, video, illustration and graphics
- Coordinate editorial changes with content team; make layout adjustments with great attention to detail

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TECHNICAL SKILLS

Adobe XD
Canva
eNewsletters
Illustrator
InDesign
Keynote
Mailchimp
Microsoft Office
Membership Toolkit
Photoshop
PowerPoint
Premiere Pro
Presentation design
Project Management
Survey software
Typography
Video editing
Virtual meeting software
Voiceovers
Vyond software (video)
Wayfinding

PROFESSIONAL SKILLS

Communication
Critical thinking
Detail-oriented
Independent
Initiative
Organization
Problem-solving
Self-starter
Team player
Time management

- Support client relationships by ensuring execution of client needs and objectives
- Create press-ready files for printing, according to vendor specifications

Learning Experience Designer (July 2022–February 2023)

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

- Design effective and engaging in-class, electronic, mobile, and virtual learning materials focused heavily on workforce development, workforce performance, credentialing, and role-specific learning.
- Utilize rapid instructional design tools, processes, and adult learning theory to communicate learning and performance objectives and assessments.
- Provide technologically innovative, engaging learning deliverables for clients while partnering with other team members to ensure the most effective and engaging learning.
- Produce virtual internal and external presentations and courses facilitated by VUMC faculty utilizing virtual meeting software applications.

Managing Editor (April 2021–July 2022)

Editor (August 2017–April 2021)

Patient Education
Vanderbilt University Medical Center | Remote

Achievements

- Created department design standards to ensure our patient materials are accessible, effective, engaging, and consistent with Vanderbilt's branding guidelines.
- Designed leadership and conference presentations and posters, Patient Experience survey cards and posters, ongoing COVID-19 education, hospital advisory council materials, Patient and Family Choice Award design and marketing, and construction wayfinding.
- Redesigned and updated VUMC Patient Education website to make it more streamlined and easy to navigate.
- Created 18 standard print document templates (pediatrics, adolescent, adult) for all Vanderbilt Health patient-facing materials to ensure visual consistency, professionalism, adherence to health literacy guidelines, and age-appropriateness.
- Created a department video production workflow that starts at initial client contact and continues through to post-production and submission to GetWell, My Health at Vanderbilt, YouTube, and department websites.

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Ongoing responsibilities:

- Educated Vanderbilt Health providers and clinicians on the importance of health literacy and encouraged adoption of these guidelines for patient care.
- Created effective, engaging, easy to understand, health literate patient-facing materials (handbooks, discharge information, intake forms, videos) for Vanderbilt Health providers, clinicians, patients, and families.
- Designed presentation materials for Patient- and Family-centered Care.
- Reviewed and provided guidance on script and first draft versions for all Patient Education editors' videos before client review.
- Led bi-monthly department video Zoom meetings to provide updates, resources, and support.
- Provided graphic design guidance and support for the department's patient handbooks and special projects.
- Designed annual Impact Report for 5 Patient and Family Advisory Councils: VUMC, Children's Hospital, Behavioral Health, Bedford Hospital, and Wilson County.

Program Manager (2013–2017)

Family Resource Center

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

- Developed and managed a sustainable school garden program for two Metro Nashville Public Schools (Whitsett Elementary and Buena Vista Elementary): worked with school staff to develop a curriculum to model healthy lifestyles for students and their families, integrated nutrition education for teachers, and partnered with other local agricultural organizations (UT Ag Extension, Gardens of Babylon, Nashville School Garden Coalition, and others) to create partnerships and raise community awareness.
- **Jo's Reach Out and Read Book Club:** Monitored spending to stay under budget by purchasing cost-effective age-appropriate books, wrote supplemental grants, managed volunteers, and provided regular updates to program supervisor, pediatricians, and supporters of the program.
- Designed thoughtful, efficient wayfinding and informational materials for patients, family, and staff during major Children's Hospital front lobby renovation project (front entrance and stairway was closed and visitors needed to be redirected to alternate entrances).
- Created eye-catching, visually appealing PowerPoint presentations for hospital leadership.
- Collaborated with Marketing, Translation Services, and Patient Education to effectively design and edit content used by both clinicians and the hospital's diverse patient population.

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- Managed all aspects of Children's Hospital's annual ***Time for Remembering*** bereavement ceremony in Light Hall (5 month process): monitored the budget, designed invitations, event signage, wayfinding, on-screen presentation, and event program; managed volunteers, vendors, and set-up/tear down.

Activities Coordinator (2010–2013)

Books from Birth of Middle Tennessee

(part of Vanderbilt Children's Health Improvement and Prevention)

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

- Managed department's online web content while working in conjunction with Vanderbilt Marketing.
- Produced dynamic, informative, educational online presentations, e-newsletters, and printed marketing materials.
- Designed event materials (posters, invitations, signage) for multiple Books from Birth fundraisers for Davidson, Williamson, and Sumner Counties.

Director of Recruitment (2009–2010)

Northwestern Mutual | Franklin, TN

Program Coordinator (2008–2009)

Book'em | Nashville, TN

Marketing Manager (2007–2009)

ERA Pacesetter Partners Real Estate | Brentwood, TN

Volunteer, Fundraiser, Documentarian (2006–2007)

Sweetwater House Vocational School (NGO) | Ghana, West Africa

Personal Trainer (2005–2006)

Chadwick's Training Studio | Franklin, TN

Project Manager/Executive Assistant to CEO (2001–2004)

Full Sail University | Winter Park, FL

Account Coordinator (2000–2001)

Young & Rubicam | New York, NY