

Steph Doyle

Creative Director for CPDR - Principal, Delineate - Graphic Designer / Illustrator

sdoyle@delineatedesign.com

Summary

I'm a freelance designer/illustrator and a full time creative director working out of the DC Metro area.

I am passionate towards creating art and design that illustrates form, function, and delineates a specific purpose, whether it be for a business project or part of my regimen of experimental work.

I have built many valued relationships over the years, business and otherwise, and pride myself on building trust with clients and colleagues by sticking to a high standard of ethics, and by creating and producing products that successfully get the desired results for the businesses I serve.

Specialties

Graphic Design, Layout, Traditional Illustration, Digital Illustration, Logo Design and Development, Branding and Identity Design, Print Media, Package Design, Displays, Signage, and Environmental graphics.

Experience

Principal at Delineate Design

April 2005 - Present (2 years 5 months)

- Assesses client needs, develops specifications, plans and implements projects from initial conceptual design through final delivery.
- Manages multiple simultaneous projects, successfully meeting tight deadlines and budgets.
- Develops branding strategies for small to mid-sized business marketing efforts.
- Directs, designs, and produces marketing and educational materials such as brochures, newsletters, direct mailers, and survey cards to support small to mid-sized business' marketing needs.
- Art directs and coordinates photography and illustration for a diverse array of project assignments.

Creative Director at CPDR

June 2001 - Present (6 years 3 months)

- Develops branding strategies to maintain CPDR marketing efforts.
 - Branding strategy includes plans to maintain standards of all graphic applications of the CPDR brand.
- Plans, designs, and produces time management and tracking tools to streamline the CPDR communication and design mission.
- Directs, designs, and produces marketing and educational materials such as brochures,

newsletters, direct mailers, and survey cards to promote public awareness of the research and education programs at CPDR.

- Designs various collateral products such as stationary, pocket folders, and business cards to support the marketing and public relations mission, providing an increased standard of professional and corporate perception.
- Art direction of In-house digital photography used in place of contracted and stock photography.

Senior Designer at Uniformed Services University

November 1996 - June 2001 (4 years 8 months)

- Managed all phases of graphic design and illustration projects for a wide range of clients requiring print publications, slide and computer presentations, web site content, displays, illustration, and corporate identity.
- Assessed client needs, developed specifications, planned and implemented projects from initial conceptual design through final delivery.
- Managed multiple simultaneous projects, successfully meeting deadlines and budgets.
- Maintained a goal oriented environment through facilitation and promotion of creative thinking.
- Surveyed clients for feedback used to improve customer service, productivity and product quality.

Associate Art Director at Airman Magazine

August 1990 - November 1996 (6 years 4 months)

- Assisted with the art direction and design of Airman Magazine, as well as other communication products for the internal Air Force audience and National Air Force public affairs programs.
- Conferred with art director and publisher in transforming intangible concepts into finished products while working with editors, writers, photographers, and other designers.
- Managed design projects including research and proposal preparation, project costing, material ordering, work scheduling and coordination.
- Produced illustrations and art directed photography to support editorial content of Airman Magazine and various other Air Force publications.

Education

The Art Institute of San Antonio

Drawing, Painting, Graphic Design, 1986 - 1988

Honors and Awards

Katie Award - Magazine Illustration - 1993

Katie Award of Excellence - Magazine Illustration - 1992 - 1996

National Association of Government Communicators Award - Magazine Design - 1991 - 1994

National Capital Area CFC Award of Excellence - Magazine Design - 1997 - 1999

Interests

Experimental Design Work, Traditional Illustration, Digital Illustration, Digital Photography, Professional Networking, Reading Design Books, Playing Guitar, Outdoor Sports

Steph Doyle

Creative Director for CPDR - Principal, Delineate - Graphic Designer / Illustrator
sdoyle@delineatedesign.com



[Contact Steph on LinkedIn](#)