

Kelly Pavao

Senior Graphic Design Specialist

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Professional 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.

Work Experience

Senior Training and Development Graphic Design Specialist

CATHEXIS | May 2022–Mar 2026

- Led visual design and production for 20+ major federal education programs, working within brand guidelines to create Section 508-compliant print and digital materials that reached thousands of transitioning service members and instructors.
- Conceptualized and executed comprehensive visual solutions for training and learning materials, including: Instructor, Participant, Facilitator, Advisor, and Online Resource Guides, as well as quick-start guidebooks for Adobe Connect and Microsoft Teams.
- Spearheaded the branded visual identity, layout, and interactive design of the Know Before You Go Workbook, a highly personalized digital readiness resource customized around each user's individual timeline.
- Designed graphics, layouts, and visual assets for 10+ internal training courses, supporting employee development and organizational learning initiatives.
- Developed and maintained a comprehensive design system and visual asset library, including brand guidelines, templates, file structures, version control, custom infographics, icons, logos, QR codes, photography, and reusable graphic assets.
- Created compelling information design and visual communications for short- and long-form deliverables, including white papers, proposals, instructional documentation, reports, job aids, process materials, and other executive- and client-facing communications.
- Applied strong knowledge of typography, layout, branding, visual hierarchy, information design, and Section 508 accessibility to ensure high-quality, consistent deliverables aligned with federal requirements and organizational brand standards.
- Partnered with cross-functional teams, project managers, curriculum developers, analysts, and other stakeholders in a remote-first environment; managed creative assets, version control, feedback, and project timelines using SharePoint and Asana.

Head of Visual Design and Global Marcom

Common Sensing | Oct 2017–Jan 2021

- Led the reorganization of the design repository, implementing file versioning and asset management systems that improved workflow efficiency, accessibility, and cross-functional collaboration.
- Designed and maintained a broad range of marketing and product assets, including presentations, packaging, technical manuals, UI elements, icons, custom illustrations, and a proprietary product alphabet.
- Directed the redesign and ongoing management of the company website, developing new pages, optimizing SEO, and coordinating content updates with developers and the quality system.
- Managed social media brand presence by updating profiles, creating graphics and content calendars, and maintaining consistent visual identity across channels.
- Developed and designed web content, press releases, and marketing collateral to support brand visibility, product communications, and company growth.
- Partnered with UI/UX teams to enhance product interfaces and visual systems, including designing a complete base alphabet font for the Gocap screen.
- Facilitated marketing meetings, supported audit preparation, and collaborated on cross-functional initiatives to strengthen brand consistency, communications, and operational processes.

Skills

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Microsoft Word/Docs, Excel/Sheets, PowerPoint, Asana/Trello, SharePoint, Graphic Design, Brand Identity, Design Systems, Layout Design, Typography, Information Design/Infographics, Print Design, Digital Design, Creative Leadership, Digital Asset Management, Cross-Functional Team Collaboration, Quality Control, 508 Accessibility, HTML/CSS

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Education

University of Massachusetts Dartmouth | BFA in Digital Media | BFA in Fine Arts | graduated magna cum laude

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

"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