



DONTAY FARLEY

GRAPHIC DESIGNER

phone: 706.648.8221 | website: donleydigital.com | email: d6donley@gmail.com

WORK EXPERIENCE

Graphic Designer

Georgia Southern University / 2015 - 2018

- Lead in the design, development and implementation of the graphic, layout, production communication materials through print and digital formats.
- Supervised and delegated tasks to the 5 members of the design team and provided counsel on all aspects of the projects ensuring quality and accuracy of each design.
- Completed over 100 design projects which included: logos, brochures, flyers, newsletters, infographics, presentations, tshirt design, print and digital advertising.

Lead Graphic Designer and Design Consultant

FAME (Fine Arts and Media Experience)

Fort Valley State University / 2007 - 2015

- Developed numerous marketing programs (logo, brochures, presentations and advertisements) and guaranteed that they exceeded the expectations of our client.
- Designed and served as the Lead Design Consultant for the brand identity of the program. Consistently executed high quality design campaigns for 8 years.

Graphic Designer and Brand Consultant

Peaceful Purpose Hospice / 2018 - 2020

- Lead in the design, development and implementation of the brand identity.
- Designed brand manual which entailed logos, typography, color palette, business cards, letter head, brand personality and other brand supporting graphics.

EDUCATION

- BS Commercial Design
Fort Valley State University
- MFA Graphic Design
Georgia Southern University

BACKGROUND

- Graphic Design
- Design Thinking
- Typography
- Branding
- Book covers
- Album covers
- Catalogs
- UX/UI
- Ebooks
- Logos
- Social Media Images
- Infographics
- Brochures
- Editorial Design
- Project Management
- Marketing Campaigns
- Online Ads
- Interactive PDFs
- Photo Retouching and Color Correction

PLATFORMS & SOFTWARE

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver and Lightroom)
- Adobe Acrobat
- Microsoft Office
- Mac and PC platforms
- HTML and CSS coding