

# KATIE DOLEJSI

[dolejsidesign.com](http://dolejsidesign.com)

[katie@dolejsidesign.com](mailto:katie@dolejsidesign.com)

206-261-8754

**ABOUT** Senior Visual Designer specializing in brand systems and multi-channel campaigns across digital, print, and in-store environments. Builds scalable design systems and delivers cohesive, user-centered experiences across customer touchpoints.

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**EXPERIENCE** **GIANT EAGLE/MARKET DISTRICT, Senior Designer** (March 2022 - March 2026)

- ◆ Developed and evolved cohesive brand systems for a regional grocery and retail organization, aligning retail marketing, loyalty initiatives, and corporate communications to create a consistent, engaging customer experience.
- ◆ Designed and produced multi-channel marketing assets across digital and print, including websites and landing pages, email campaigns, web graphics, social content, paid media, print collateral, and in-store signage.
- ◆ Partnered cross-functionally with creative, marketing, and project management teams to deliver integrated, on-brand solutions across customer touchpoints.

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**SKILLS**

**Brand & Visual Systems**

- ◆ Brand Identity
- ◆ Design Systems
- ◆ Component-Based Design
- ◆ Visual Identity
- ◆ Art Direction

**Digital & Product Design**

- ◆ UI Design
- ◆ UX Design
- ◆ Responsive Design
- ◆ Website Design
- ◆ Wireframing & Prototyping

**Marketing & Communication**

- ◆ Digital & Print Design
- ◆ Campaign Design
- ◆ Presentation Design
- ◆ Data Visualization

**Environmental & Experiential**

- ◆ Environmental Signage
- ◆ Interior Signage

**Process & Collaboration**

- ◆ Project Management
- ◆ Cross-Functional Collaboration

**SOFTWARE**

- ◆ Figma
- ◆ Adobe Creative Suite
- ◆ InDesign
- ◆ Illustrator
- ◆ Photoshop
- ◆ PowerPoint

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**ENVIROISSUES, Senior Visual Designer, Project Lead** (February 2021 - January 2022)

- ◆ Led the design and production of outreach materials, including digital assets, signage, maps, and infographics for Waterfront Seattle, a major downtown waterfront investment project, ensuring clear communication and brand consistency.
- ◆ Developed comprehensive branding guidelines, support materials, and presentations for multiple city and state departments, enhancing their visual communication strategies.
- ◆ Delivered accessible, visually-driven communications catering to diverse learning styles and language needs, providing design expertise to support community projects aimed at improving lives.

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**DOLEJSI DESIGN, Senior Visual Designer, Art Director** (2010 - Present)

- ◆ Developed brand identities and scalable visual systems for startups, nonprofits, and corporate teams, applying user-centered design principles to create clear, engaging experiences across digital and print.
- ◆ Led the design of a comprehensive brand and website for REACH! South Africa, a nonprofit advancing early childhood education in underserved rural communities—supporting the launch of its first model preschool and broader mission expansion.
- ◆ Managed multiple concurrent projects from concept through delivery, presenting work to stakeholders and ensuring alignment with strategic goals, timelines, and brand standards.

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**MICROSOFT, HoloLens Optics, Senior Visual Designer** (Contract, 2020)

- ◆ Translated intricate technical data into digestible visualizations, enhancing overall comprehension and usability.
- ◆ Created compelling visual presentations, spotlighting key technology advancements.
- ◆ Supported the engineering team through the creation of informative and engaging graphical content.

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**Visual Designer, Contract — Robert Half, Creative Circle**

(Contract, 2014 - 2021)

Provided creative services for Allytics, Amazon, Concur, Elektrobit, Lease Crutcher Lewis, Merrill Gardens, Microsoft, Paul Allen Institute for AI, Windermere

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**EDUCATION** **School of Visual Concepts, Seattle, Washington**

Completed UI/Visual Design Certificate Program, 2018-2019

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**Bachelor of Arts, Graphic Design**

Central Washington University

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**AWARDS & PUBLICATIONS**

- ◆ Public Relations Society of America "Totem" Award: Client: ProQuest - Collaborated with marketing team to design a digital, print, and social media campaign.
- ◆ Print Regional Design Annual: Logo, Brand & Marketing Kit
- ◆ Northwest Addy Awards: Poster for Imagine Environmental Series