

Sherley Taliaferro

SENIOR GRAPHIC DESIGNER | ASSISTANT ART DIRECTOR

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PROFESSIONAL SUMMARY

Senior creative professional with 15+ years of experience refining organizational communication through concept-driven visual strategy, unifying brand identity, and sophisticated design systems that integrate print, digital, and experiential elements to strengthen message clarity, stakeholder engagement, and long-term brand coherence across complex, high-volume environments.

- Leverages expertise in visual development, creative standards oversight, accessibility-first design, structured content, inclusive typography, and compliant imagery selection to produce communication assets that are both visually compelling and broadly usable.
- Adept at managing full-lifecycle creative workflows (spanning ideation, design, production, and quality control) while coordinating with editorial, marketing, technical, and vendor partners to ensure accuracy, efficiency, and on-time execution of communication initiatives.
- Proven track record of providing leadership across creative planning, art direction, and team development by mentoring designers, guiding visual decision-making, optimizing processes, and presenting strategic creative recommendations to senior stakeholders.

AREAS OF EXPERTISE

Graphic Design | Art & Creative Direction | Publication Design | Print Production Management | Layout & Typography | Concept Development | Brand Identity Development | Visual Communication Strategy | Digital Design Systems | Infographic Design | Cross-Functional Collaboration | Stakeholder Engagement | Project & Workflow Management | Vendor & Budget Oversight | Photo Direction & Editing | Marketing Collateral Design | Design System Oversight | Creative Team Leadership | Quality Assurance & Proofing | Accessibility & Section 508 Compliance | Figma Wireframing | Regulatory-Compliant Asset Development | Audience-Centered Design | Content Creation

CAREER HIGHLIGHTS

- **Led full-cycle creative and design execution** for Federal Aviation Administration (FAA) publications (magazines, annual reports, brochures, newsletters, ads, infographics, and presentations) at Network Designs, ensuring clarity and strong visual communication.
- Developed standardized Microsoft Word and PowerPoint design templates for recurring deliverables at Maryland State Department of Education (MSDE), **significantly accelerating production workflows and reducing project completion time by ~50%**.
- Led the **redesign of the Family Series Information Booklet** for MSDE, modernizing outdated content, delivering clear and concise content in 26 languages that supported special education services delivery for 111K+ students (12.5% of the state's total K-12 students).
- Designed and managed the **full creative suite for the statewide Every Voice Counts campaign on K-12 education**, which comprised 70.9K direct mailers, 25K+ door hangers, 133 events with 8.7K+ participants, and a social media campaign garnering 1.1M+ impressions.
- **Earned Gold, Silver, and Bronze** awards from the **Parent Media Association** for Overall Design and Editorial, along with the **APEX Award for Publication Excellence** and the Award for Print from Agora Publishing Company.

PROFESSIONAL EXPERIENCE

Network Designs, Inc. | Contractor for the Federal Aviation Administration (FAA) | July 2024 – September 2025

Sr. Graphic Designer/Communication Specialist, III

- Developed visual strategies, creative concepts, and photography selections for major FAA print and digital assets while producing high-impact infographics and social media graphics, ensuring consistent brand presentation and regulatory alignment.
- Drove accessibility compliance across all deliverables using specialized software tools and conducting extensive research to meet strict FAA visual standards, maintaining adherence to pre-approved aircraft and drone imagery and excluding AI-generated graphics.
- Oversaw production workflows for high volumes of print and digital deliverables, maintaining brand standards, ensuring message accuracy, and supporting on-time delivery across cross-functional communication initiatives.
- Ensured all deliverables complied with Section 508 requirements by providing structured document design, applying tagged content and alternative text, and performing remediation to create accessible digital PDFs.

Maryland State Department of Education | February 2022 – July 2024

Sr. Graphic Designer/Communications Specialist II

- Produced creative assets for a Maryland-wide school improvement campaign, including flyers, digital content, and transit signage, to increase public engagement beyond traditional parent audiences.
- Led brand management and visual identity development for a key public information series, redesigning a 5-booklet set by establishing a new design template with clean typography and infographics to maximize public reach.

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- Managed end-to-end print production, including pre-press, press checks, proofing, and large-format output, to support statewide education initiatives and outreach programs.
- Oversaw vendor negotiations and budget management to optimize cost efficiency across print and mail services while supervising 1 designer and mentoring team members on design principles, accessibility standards, and audience-centered communication.
- Acted as the central liaison between design, editorial, marketing, and external partners, ensuring coordinated project execution by managing publication schedules and campaign timelines and aligning stakeholder priorities with deliverable deadlines.
- Collaborated with the web team to develop Figma wireframes for new website templates and digital design systems while maintaining the organization's creative integrity and ensuring brand cohesion across all print and digital communications.

Mid Atlantic Media | August 2018 – February 2022

Art Director/Sr. Graphic Designer

- Led creative strategy and design for multiple print publications, including monthly magazines, alumni publications, school recruitment campaigns, event branding, and full corporate identity systems, ensuring high-quality layout, typography, and visual cohesion.
- Presented design concepts to senior stakeholders while mentoring and providing art direction to design teams and directing photography from pre-production through final image editing to ensure visual quality and alignment with publication themes.
- Produced digital design assets such as web templates, banners, and email marketing collateral while leading and coaching designers and photographers to ensure creative excellence, timeliness, and brand consistency.
- Served as the primary contact for a diverse portfolio of custom-media clients, overseeing creative direction and publication workflows while managing designers and photographers to drive collaboration, maintain high standards, and deliver projects on time.

Stanley Black & Decker | October 2017 – April 2018

Graphics Manager

- Oversaw creative approvals and proofing for core corporate and product marketing projects, ensuring adherence to brand guidelines, maintaining design consistency across communications, and elevating visual identity and production standards.
- Managed an 8-person design team and partnered with marketing and product teams to produce catalogs, brochures, promotional materials, and sales collateral while balancing workloads by assigning design projects based on team capabilities and deadlines.

Career Communications Group | May 2014 – September 2017

Art Director

- Spearheaded creative strategy and brand development for monthly publications, annual conference exhibits, print advertising, and digital content serving national audiences while maintaining meticulous attention to detail and consistently meeting deadlines.
- Partnered with leadership to align creative direction with organizational objectives and campaign priorities while mentoring designers and production team members through feedback and hands-on training to support their development.
- Enhanced team efficiency by providing technical expertise, recommending software solutions, improving processes, and upgrading workflows while managing print and digital production schedules to ensure consistent quality and on-time delivery across all outputs.

ADDITIONAL EXPERIENCE

Freelance Design | Graphic Design Specialist

Career Communications Group | Associate Art Director

Bowie State University | Sr. Graphic Designer

180s Performance Wear | Sr. Graphic Designer

University of Maryland Global Campus | Sr. Graphic Designer

EDUCATION

Master of Arts, Publication Design, University of Baltimore, Baltimore, MD

Bachelor of Arts, Graphic Design, American University, Washington, DC

CERTIFICATIONS AND TRAINING

Project Management Course, UMBC, Baltimore, MD

ADDITIONAL SKILLS

Adobe Creative Suite | InCopy | Microsoft Office | Canva | Adobe Express | Pre-Press & Print Production | Large Format Printing | SharePoint | Teams | Basecamp | WorkFront | Figma | Accessibility/508 Compliance | Platforms: Mac & PC