

Sherley Taliaferro

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Experience & Qualifications Snapshot

Established communications professional with 15+ years of expertise in innovation, creativity, and high-impact designs, allowing key stakeholders to see the big picture. A visionary leader fostering improvement, development, and consistency across all levels of an organization. Skilled designer known for delivering engaging, interactive presentations with clarity and originality to diverse audiences.

Collaborative team player and mentor committed to empowering others through professional development, networking, and training.

Network Designs, Inc. | July 2024 – September

Contractor for the Federal Aviation Administration (FAA).

Sr. Graphic Designer/Communication Specialist, III

- Lead creative direction and execution for magazines, annual reports, brochures, newsletters, advertisements, infographics, and presentations.
- Manage design workflows, ensuring brand integrity, visual consistency, and production efficiency across external and internal communications.
- Collaborate with clients and stakeholders to transform complex information into clear, engaging, and accessible visual content.
- Ensure all deliverables meet Section 508 accessibility standards.

Maryland State Department of Education | February 2022 – July 2024

Sr. Graphic Designer/Communications Specialist II

- Oversee print production: pre-press setup, press checks, proof reviews, and large-format printing.
- Art directed still photography, from concept to set design, lighting, and editing.
- Lead vendor negotiations and manage budgets for print and mailing services.
- Create and manage production schedules for publications and campaigns, aligning priorities with deadlines.
- Maintain creative integrity of the agency brand across print and digital platforms.
- Serve as project liaison, ensuring seamless communication between designers, writers, marketing teams, and vendors.
- Mentor team members on design execution, accessibility compliance, and customer-focused solutions.
- Collaborated with the web team to create wireframes in Figma for website design templates.

Mid Atlantic Media | August 2018 – February 2022

Art Director/Sr. Graphic Designer

- Directed print publication design, including magazines, logos, corporate identity systems, and packaging.
- Presented creative solutions to senior stakeholders and provided art direction and mentorship to design staff.
- Contributed to sales growth through innovative design strategies and improved production workflows.
- Produced digital assets: website templates, banners, and email campaigns.
- Coordinated cross-departmental meetings with editorial staff, sales, marketing, and design teams to establish clear timelines and optimize workflow for all ongoing projects.
- Cultivated strong relationships with external clients, printers, and stakeholders, ensuring seamless communication and satisfaction throughout the production process.
- Directed and mentored a team of designers and photographers, fostering a collaborative environment to ensure projects were completed on time, within budget, and to the highest standards of quality.

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Stanley Black & Decker | October 2017 – April 2018

Graphics Manager

- Partnered with cross-functional teams on marketing materials, catalogs, brochures, and sales collateral.
- Oversaw design consistency across communications while adhering to strict brand guidelines.
- Managed the allocation of design projects to ensure balanced workloads, leveraging team members' strengths to drive efficiency and on-time delivery.
- Directed creative approvals and proofing for high-profile projects.

Career Communications Group | May 2014 – September 2017

Art Director

- Lead the development of brand identity and creative strategy across publications, exhibits, advertisements, and digital content for national publications.
- Collaborated with clients and management to align design strategies with organizational goals.
- Provided technical support, design software recommendations, and workflow improvements for the creative team.
- Supported team growth by providing guidance, feedback, and hands-on mentorship.
- Directed the scheduling and workflow for print and digital publications.

Freelance Design | October 2011 – January 2022 | Graphic Design Specialist

Career Communications Group | January 2007 – October 2011 | Associate Art Director

Bowie State University | October 2006 – December 2006 | Sr. Graphic Designer

180s Performance Wear | January 2006 – September 2006 | Sr. Graphic Designer

University of Maryland Global Campus | September 1998 – December 2005 | Sr. Graphic Designer

Awards

Parent Media Association Awards, Gold, Silver, Bronze, Overall Design and Editorial

APEX Award, Publication Excellence

Billion Dollar Proposal & Presentation, Graphics Certificate

Agora Publishing Company, Award for Print