



Pat Yates


Remote - Freelance Graphic Designer

LAKE LINGANORE, MD + 301-676-3797 + PATYATESGRAPHICS@GMAIL.COM

As a seasoned professional freelance graphic designer since 2009. I have created hundreds of creative marketing pieces using the latest Adobe Creative Cloud software. Logos, booklets, ads, signage, web banners, business proposals, bus wraps, promotional materials and displays to name a few.

Working out of my home office in Lake Linganore, Maryland, I produce clean, compelling, graphic designs. My talent is evident in the large scale projects I have art directed. Coordinating with illustrators, photographers along with vast amounts of information, I create visually organized, user friendly collateral pieces. I excel at Branding. Unifying multiple marketing pieces with type fonts, colors and style, while maintaining focus on individual messages for each project. I have proven my skills while working on projects like the BWI Master Plan, I-66 project, and Metro platform closer signage, and several Company Proposal Bid Booklets/Binders.

Professional, organized, creative and work well under tight deadlines.

My work has been proven to be outstanding by the many awards I have received throughout my designing career which has flourished over 3 decades. My career started in a small women owned studio after my graduation from Shepherdstown University. There I gained valuable experience and built my portfolio to land an in-house agency job at Choice Hotels corporate headquarters. My 13 years there as a senior artist prepared me to start my own freelance business in 2009. Some of my clients have been McDaniel College, Sibley Hospital, Sharp & Company, and 123 Print. 

SAMPLES OF MY WORK



EXPERIENCE

May 2009 - Present
August 1999 - 2004*

10228 Wood Thrush Drive
New Market, MD 21774

Freelance Designer

Responsibilities: As owner and artist for my own business, I am solely responsible for all phases of the work. I handle all aspects of each job, from initial client contact to delivery of the printed materials or pdf files. Working with the latest software (CC InDesign, Photoshop, Illustrator, Microsoft Office) and hardware (iMac, color printer, scanner) with reliable high speed internet.

A few of my clients (since 2009)

Brighton Forms..... October 2009 - present
Graphic Forms..... April 2010 - present
123Print (in-house)..... November 2010 - March 2012
Sharp & Co..... November 2010 - present
Allegra Printing (in-house)..... August 2012 - November 2012
WYPR 88.1 Radio..... won their logo design contest

June 1986 - August 1999

Choice Hotels International
10750 Columbia Pike
Silver Spring, Md. 20901

Senior Graphic Designer

Responsibilities: As senior designer, charged with complete design, from basic concept to final print production of the firm's most challenging assignments. Working with a creative team of copywriters, photographers, illustrators and account executives I designed and produced a wide range of in-house departments and franchisees (international in scope) projects. I functioned as Art Director with full charge and responsibility for the company's award winning (Addy) corporate magazine. I also, provided technical expertise and guidance to junior staff.

**Taking a break to raise my children, I was a full time stay at home Mom starting in 2004. In May 2009, I purchased a new iMac and all new software and restarted my freelance business.*

EDUCATION

Shepherd University
Associates of Arts degree in Commercial Art
Shepherdstown, West Virginia

Catonsville Community College
Macintosh Microcomputer (non credit classes)
Catonsville, Maryland

REFERENCES

Mary Arzt
Sharp & Company - CEO
794 Nelson Street
Rockville, MD 20850
(301) 424-6133

Kate Kennedy
123 Print - Creative Director
7430 New Technology Way
Frederick, MD 21703
(301) 790-3305

Eddie Buchanan
*McDaniel College - Director Creative Design
& Production*
Harrison House 239 W Main St
Westminster, MD 21157
(410) 857-2786

Kip Hurley
GLT&E - Owner
215 Depot Court
Leesburg, VA 20175
(703) 729-7770