

employment

Sunlight Foundation | Washington, DC
Senior Graphic Designer | April 2012 — Present

- » Collaborated with an in-house team of researchers to create 50+ digital data visualizations totalling over 5,000 web views.
- » Established a style guide for data visualizations, including accessibility requirements, & gave lectures on this style guide to industry specialists.
- » Worked on the redesign OpenStates.org, which brings together state-level government data; since the redesign, the site has seen an uptick of 3.5 million page views.
- » Created responsive email templates providing consistent organizational communications for users on both mobile & desktop.
- » Conceptualized, designed and executed all components of the branding and marketing for Sunlight Foundation's annual "unconference"; materials included website, blog illustrations, event signage, name badges, merchandise and staff uniforms.
- » Participated in a human centered design workshop lead by former IDEO staff. Regularly attend design conferences, talks and local events to keep up-to-date on current design thinking and trends.

Project Design Company | Washington, DC
Print & Web Designer | October 2009 — March 2012

- » Lead web designer within boutique design agency, oversaw the day-to-day communications with clients, ranging from non-profits to trade associations.
- » Designed print layouts for trade books adhering to strict brand guidelines and under tight deadlines.
- » Development of over 20 different logos for a variety of clients.
- » Extended existing branding and created mockups of web pages and email templates. Wrote front-end HTML and CSS to help bring those static creations to realized web entities.

Free Range Studios | Washington, DC
Print Design Intern | January 2009 — September 2009

- » Internship with a design agency that focuses on socially and environmentally sustainable clients.
- » Collaborated with a team of creatives and created internal projects that used and extended the Free Range brand in new ways.
- » Created packaging for a line of fair-trade food products.

education

American University | Washington, DC
Bachelor of Arts *Major: Graphic Design Minor: Marketing*

SKILLS

Fluent in Photoshop, Illustrator, InDesign, Bridge, HTML5, CSS3, and Microsoft Office. Some experience in Django, Python, After Effects, MailChimp, JavaScript, Bootstrap, Zurb Ink. Avid photographer.

ACTIVITIES

AIGA

Member | February 2009–Present

Data Viz DC Meetup

Speaker on Sunlight's data viz style guide | April 2014

World Information Architecture Day

Panelist on data visualization | February 2014

Art Directors Club of Metropolitan Washington

Board Member | January, 2013–September 2013

Member | March 2007–September 2013

Good by Design

Volunteer Designer | November, 2011

TRAININGS & CONFERENCES:

Skillshare	ongoing
Code School	ongoing
Brand New	September 2014
Litmus Email Design Conference	August 2014
Visualized	February 2014
OpenVis	May 2013
An Event Apart DC	August 2012

AWARDS

ADCMW Annual Show, **Gold for OpenStates website design**
CMYK magazine, **published poster 2009**

amy cesal

Washington, DC

Amy.Cesal@gmail.com
www.AmyCesal.com