June M. Seefeldt

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SUMMARY

Creative, detail-oriented designer known for being easy to work with, responsive to feedback, and able to keep projects moving smoothly across teams and timelines. I'm comfortable juggling tight deadlines, switching gears between projects, and making sure the final work not only looks great but works the way it should.

FREELANCE & CONTRACT EXPERIENCE – REPRESENTATIVE PROJECTS

Senior Graphic Designer - Event Designer | NASP - Southern California | Los Angeles, CA | January 2012 - Present

- Created new branding and visual concepts for each annual NASP Southern California conference, applied across all digital, print, and on-site assets.
- Designed and maintained the event website using HTML/CSS and created coordinated assets for email campaigns, digital signage, on-site materials, and the event app.
- Collaborated with speakers, sponsors, and stakeholders to gather bios, logos, and photos, integrating content into presentations, the website, and printed programs.
- Created large-scale signage, animated graphics, and branded visual content using Adobe Creative Suite, Premiere Pro, Creatopy, and Adobe Express.
- Coordinated closely with AV teams and staff to ensure seamless timing of slides, videos, and music during live programming.
- Designed and produced branded collateral for attendee tables, including QR donation cards, menus, and custom décor elements to enhance the on-site experience.

Senior Graphic Designer | Paychex® | Rochester, NY | August 2023 - June 2025

- Collaborated with cross-functional marketing teams to develop multi-channel sales funnels tailored to verticals including healthcare, manufacturing, skilled trades, retail, and food service.
- Designed and produced targeted digital ads for platforms including Google Demand Gen, LinkedIn, Meta, and YouTube, incorporating static, animated, and video-based creative.
- Developed motion graphics and short promotional videos to support brand storytelling and lead generation efforts.
- Designed branded collateral such as brochures, slide decks, and conference presentations for internal and external audiences.
- Used tools including Photoshop, Illustrator, InDesign, Creatopy, Express, and Workfront to manage high-volume production and meet tight deadlines across simultaneous campaigns.

Graphic Designer | $(ISC)^2$ | Alexandria, VA | November 2016 - September 2021

- Designed the layout and production of 500+ page training books for nine global cybersecurity certification courses, developed in collaboration with subject matter experts and content writers.
- Designed student and instructor editions featuring complex formatting, technical diagrams, chapter callouts, and end-of-chapter quizzes to support comprehension and instructional flow.
- Created visual systems and design standards to unify multi-format materials including books, PowerPoint decks, timelines, and exam outlines for consistent delivery across corporate and classroom training.
- Balanced typographic hierarchy, visual clarity, and dense technical content to meet the needs of international learners and professional trainers.
- Supported brand outreach with companion assets such as chapter kits, sales sheets, and digital banner ads tailored to the cybersecurity training market.

EDUCATION

Bachelor of Fine Art | University of Colorado

Denver, CO | 1992

HARD SKILLS

InDesign, Photoshop, Illustrator, Creatopy, Adobe Express, Premiere Pro, After Effects, Acrobat, PowerPoint, Excel, Word, HTML5, CSS3, Wordpress, Wix, iContact, MailChimp, Constant Contact, Cvent, OneCause