



William (Billy) Paladino

paladino.third@gmail.com • www.paladinothird.design
New Market, MD 21774 • (301)401-8211

Seasoned Graphic Designer, with 18+ years of experience.

Expert in graphic design communications, empowering teams through user centered design and highly targeted public-facing products including BI dashboards, posters, presentations, web design, and marketing collateral. Highly skilled in supporting and leading initiatives for large and complex organizations, such as VA, CDC, FDA, DOI, and others in areas including design, change management, training, and content creation. Looking for an organization where I can utilize my 18 years of experience to add value using advanced design principles and practices to improve quality and consistency of strategic and operational communications.

» Lead design of 10 year project report (DOI), cover to cover and sent to all Tribal Nations.

» User centered design for major government initiatives to improve health outcomes for underserved groups, like Veterans and minorities.

» Significantly improved DOT annual financial report four consecutive years, which won an award in 2024.

Guidehouse, LLP

December 2018 --> March 2025

SENIOR GRAPHIC DESIGNER

• Design Leadership

Department of Interior — End of 10 Year Project Report design, responsible for cover to cover, fonts to colors, 100+ page layout, multi-section, digital, professionally printed and bound report; production liaison; worked directly with clients at the DOI.

Department of Transportation — Annual Financial Report design four consecutive years; our team became more efficient and cost saving each year while gaining more trust due to design decisions like: Moving from MS Word to Adobe InDesign, training others on the team to use InDesign for more collaboration, establishing a template and design systems for continuity and consistency, and creating a valuable resource.

• User Experience and Interface Design

Template design and implementation into PowerBI, created designs for frictionless programmatic implementation, work with programmers to create interfaces and experiences to derive meaningful insights.

• Social Media/Marketing Design and Graphics

Centers for Disease Control and Prevention (CDC) — Social media ad campaigns to raise awareness of COVID, PFAS, and other serious health concerns.

• Cross-functional team player

Department of Veterans Affairs — Electronic Health Record Optimization (EHRM) and Market Area Health System Optimization (MAHSO). Very large, multi-year, multi-million dollar, engagements with many workstreams, dedicated to being the go-to designer for each workstream's unique design needs.

• High impact branding and logo design

Worked with many important clients on logos, branding design, template/presentation design for high client/government visibility projects

• On-brand infographics

High visibility info-graphics for client/internal reports, presentations, etc.

• Strong Social Aptitude

Excellent teammate and collaborator. Loves engaging in the creative process with groups. Independent worker, able to execute on a tight timeline to meet deadlines.

GRAPHIC DESIGN LEAD

- **Project manager**
End-to-end photography, design of new software, on-site testing, go-to-market solutions, web interfaces from scratch, construction photo documentation, product manual design, layout, and maintenance. Design and print product labels and branding; email ads, monthly promotions
- **Website Design and Graphics**
Web sites, supporting graphics, photography, custom icons, monthly promotions and newsletter, ad tiles and banners, Flash banners and ads
- **Visual designer**
Stitch, manipulate, and color correct photos and panoramas for print ads and videos, title cards and end frames for time-lapse videos, social media ads, web graphics, monthly promotions, animated graphics, user interfaces, app layout, icons, vector illustration
- **User Experience and Interface Design**
Application layouts and graphics, web interfaces, usability and information flow. Full engagement with the software development lifecycle and programmer collaboration.
- **Magazine Ads and Trade Show Materials**
Design, production and submission of art files for a multifaceted ad campaign in 15+ magazines including overseas markets and direct mail, large format panels, 3D Sketch-up models of booth layouts, designed fliers, handouts, and promotions
- **Product Manuals and Branding**
Created consistent layout and theme for installation guides, assembly manuals, product decals, warning labels and stickers
- **Cross-functional team player**
Manage graphic designers and video editors; work directly with: sales and marketing to increase sales; IT/programming for user interfaces and web graphics; operations/hardware for branding, manuals and photography

SOFTWARE EXPERTISE

Photoshop CC	Expert	Word	Expert
Illustrator CC	Expert	Acrobat Pro	Exceptional
InDesign CC	Expert	PowerBI	Proficient
Power Point	Expert	Sketch-up	Proficient

PROFESSIONAL REFERENCES

Dr. Brian Jones

Partner – Guidehouse LLP
Brian.JonesDO@gmail.com
1(703)-470-3979

Rob Rosen

Director – Guidehouse LLP
rosen.vt@gmail.com
1(802)-777-6047

Chris Mehmed

Associate Director –
Guidehouse LLP
chrismehmed@gmail.com
1(551)-358-1433

