cameo ray eelman

cameo.ray@gmail.com | *407-463-3166* | *Orlando, Florida*
cameoraydesign.com

PROFESSIONAL SUMMARY

Senior graphic designer with more than 20 years of experience trusted with complex, brand-critical work, whether the complexity comes from sheer size or from the number of deliverables. Since 2015, freelance designer for AdventHealth, one of the nation's largest nonprofit health systems, serving regional divisions and the corporate division: executive communications, materials for the CEO, including board-level work, and multi-hospital publications. Known for earning clients' trust through meticulous production standards, disciplined brand stewardship, and carrying 100+ page documents through revisions and a single campaign look across dozens of formats. A visual communicator, not a decorator — design that works, from a designer you can trust.

HIGHLIGHTS

- **Complex-project specialist** — designs and produces publications from 8-page booklets to 150+ page training manuals; manages multiple rounds of revisions with exacting accuracy, on deadline.
- **Brand steward** — protects and extends every client's brand at every touchpoint: a decade inside AdventHealth's standards, 10+ years with the Kentucky Baptist Convention, and a hand in Liberty University's first brand identity guide.
- **Trusted at every level** — designs for every audience, from the end user to the C-suite: executive communications, business plans, and materials for the CEO, including board-level work, for a 100,000-employee health system.
- **Production master** — meticulous, print-ready files built on paragraph, character, object, table, and cell styles; deep experience with printers, press proofs, and vendor coordination; organized files other designers can pick up and use.
- **Process builder** — created project tracking and stakeholder review systems at Liberty University and Vision Marketing; communicates proactively from kickoff through delivery.

EXPERIENCE

Freelance Graphic Designer | *2002 – present* | *Cameo Ray Design, LLC* | *Sorrento, Florida*

AdventHealth (2015 – present) — freelance senior designer in the in-house agency of one of the nation's largest nonprofit health systems (50+ hospitals, nine states, 100,000+ team members). 300+ projects since 2015, many with multiple deliverables: first for regional divisions, primarily Central Florida, and for the past four years for the corporate design studio serving system executives, often adapting the brand template into purpose-built formats for internal programs and executive communications.

- Designed the incoming CEO's inaugural strategic plan (2026), a 26-page leadership-facing document aligning the system's initiatives with its corporate focus, mission, and values; retained to design the 2027 edition.
- Designed the template for AdventHealth's 2025 Community Health Needs Assessment (CHNA) cycle, transforming the generic brand template into a dedicated 24-page format with localized demographic charts and tables, then produced reports for all 48 hospitals, including four UChicago Medicine AdventHealth editions adapted to both institutions' brand standards.
- Translated the CHNA design from InDesign into a template for the community health plans each hospital published next, engineered for non-designers, so staff at all 48 hospitals could produce their own on-brand plans.
- Designed AdventHealth's first Climate Resilience Plan, published in 2023, a 36-page report required under the U.S. Department of Health and Human Services (HHS) Climate Pledge.
- Designed guidebook templates for The Whole Care Experience, an AdventHealth employee training initiative, building a cohesive look around the program's existing logo, applied across its participant and facilitator guides.
- Produced the recruitment materials for AdventHealth's site in the Janssen ENSEMBLE COVID-19 vaccine trial: recreated the campaign look from scratch from one or two reference files, sourced the original imagery on Getty Images, and carried it across more than a dozen formats, from fence wraps and lawn signs to digital screens and a trailer wrap.
- Produced patient education publications for high-stakes care journeys: surgery, transplant, and hospice guidebooks.
- Worked fluently across the brand system: close template adherence for patient-facing materials, including work for AdventHealth for Women, AdventHealth for Children, and AdventHealth Hospice; creative brand extensions for internal and executive audiences; developed logos for internal training programs.
- Delivered across print, digital, environmental, and screen media, from mailers, email headers, billboards, and social media graphics to event wayfinding, window decals, and in-hospital patient and employee screen graphics.

Kentucky Baptist Convention (2007 – 2019) — go-to freelance designer for statewide event marketing.

» Designed self-mailing brochures as campaign anchors, extending an event's look across web, newspaper, banner, poster, program, and slide formats; created the visual identity for the annual Super Saturday training conference, a look the Convention retained and re-used for three years across 15+ deliverable types.

Senior Graphic Designer | *2009 – 2011* | *Global-5 Communications, Inc.* | *Longwood, Florida*

» Designed public outreach and campaign materials at a public relations agency serving government transportation clients, including the Florida Department of Transportation's Trans4mation I-4 Expansion Project, FDOT's 511 Traveler Information System, and the iROX I-75 Road Expansion Project.

» Delivered campaigns spanning digital and vinyl billboards, backlit mall and airport displays, bus placards, magazine ads, newsletters, and presentations, consistent at every touchpoint.

» Senior designer on a three-person creative team and its print production expert: collaborated directly with firm leadership on client projects, informally mentored the junior designer, obtained and interpreted vendor quotes for colleagues, coordinated printing from file submission through press proof approval and delivery confirmation, and prepared precise, press-ready files.

Supervisor of Media Design | *2006 – 2008* | *Liberty University, LU Online* | *Lynchburg, Virginia*
Graphic Designer | *2005 – 2006*

» Sole designer for LU Online marketing department during 40% year-over-year enrollment growth; promoted within a year to lead a team of a designer, copywriter, and design intern supporting marketing for 40+ undergraduate and graduate programs, with advertising in national publications including Inc., Fortune, Military Times, and Stars and Stripes.

» Persuaded leadership to hire the department's first copywriter after identifying wildly inconsistent degree descriptions across 40+ academic programs; built the team as quality and volume of work grew.

» Created and formalized the department's first official sign-off process for course catalogs and degree marketing, coordinating approval across both the academic side (deans and department heads who previously never saw materials promoting their own programs) and the enrollment side, including the directors of admissions and advising.

» One of three designers who developed the university's first brand identity guide, shaping standards for logo usage, color application, and typography; replaced unauthorized student testimonials with a permission-based intake system, building a tagged library of 100+ approved quotes searchable by degree program and theme.

» Took on the content management platform migration the previous designer had refused, completing it to brand standard; later invited by the IT department to consult on its next-generation website build.

Senior Graphic Designer | *2004 – 2005* | *Vision Marketing, Inc.* | *Lynchburg, Virginia*
Graphic Designer | *2003 – 2004*

» Sole designer for a promotional marketing firm producing coupon and loyalty-card programs for clients ranging from franchisees of national brands (Papa John's, Pizza Hut, Domino's, Subway) to regional chains and local independents, keeping franchise work compliant with each brand's guidelines while creating attractive designs for small clients with no established branding.

» Built the firm's first project tracking, proofing, and file backup systems from scratch, bringing production discipline to a high-volume, fast-turnaround shop; briefly directed a part-time designer.

Publication Assistant | *2001 – 2002* | *Liberty University* Selah *(yearbook)* | *Lynchburg, Virginia*
Editor-in-Chief | *1999 – 2001* | *Baptist Bible College* Sojourner *(yearbook)* | *Springfield, Missouri*

» Led production of the college's 180-page yearbook with a team of two, a book that doubled as the college's primary recruitment piece; inherited a program whose recent editions had each run months late (nearly discontinued), delivered an on-time edition as a freshman, then repeated it the next year while raising design quality; personally thanked by the college president.

EDUCATION

Liberty University | *Lynchburg, Virginia*

B.S. in Communication, Graphic Design concentration — summa cum laude, 3.98 GPA | 2003

SOFTWARE

» **Expert** — Adobe InDesign — advanced long-document production using paragraph, character, object, table, and cell styles; template systems built for reuse and handoff; print-ready file preparation and press coordination.

» **Proficient** — Adobe Illustrator, Photoshop, and Acrobat; Microsoft PowerPoint, Word, and Excel.

» **In Training** — Figma (BYOL Figma Essentials course in progress; Advanced Skills course next).