

WE SHOULDN'T ABBREVIATE *the truth* BUT RATHER GET A NEW  
METHOD OF PRESENTATION.

Edward Tufte

Kaitlyn Ashlee Art & Design

# Data Visualization & Infographic Graphic Design Work



HELLO! I'M KAITLYN SANNER  
the owner & designer of  
Kaitlyn Ashlee Art & Design

## ABOUT ME & MY WORK

Hello! I'm Kaitlyn — the owner and designer of Kaitlyn Ashlee Art & Design. I have a degree in journalism and graphic design and use both disciplines in my data visualization and infographic design work. I have been working in this field for over 8 years.

**Data visualization design** is a subset of graphic design which focuses on designing information that is primarily quantitative in nature in a way that is visually appealing, statistically accurate, and simple for the audience to comprehend.

## MY OFFERINGS

*Data, design, and storytelling* — I believe that all three of these elements are equally important in creating good dataviz design. Neglecting any of them will severely impact the quality of data visualization.

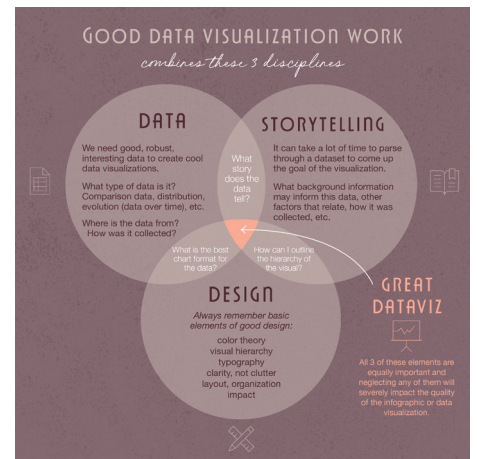
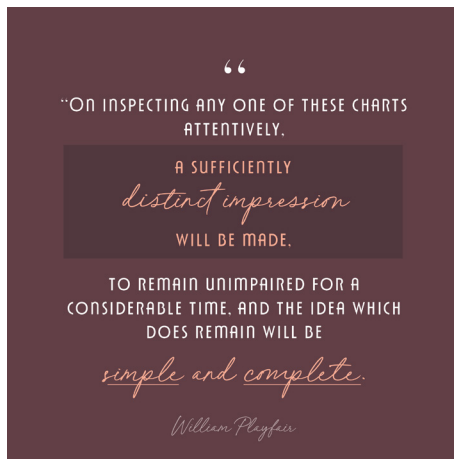
*My main offerings include:*

- Infographics
- Multi-page data reports (chart design and layout design)

*I can also work on:*

- One-pagers, price/sell sheets, brochures
- Slide deck design improvement, report design
- Social media images
- Resume design

GOOD DATAVIZ SHOULD BE VISUALLY APPEALING, STATISTICALLY ACCURATE, & SIMPLE FOR THE AUDIENCE TO COMPREHEND.



## MY PROCESS

1. **INQUIRY & QUOTE:** After you fill out my inquiry form, I will provide a quote for your custom project. I require a 50% deposit to book my time.
2. **DESIGN WORK:** I will study the content you provide (text, datasets, diagrams, etc.) and ask questions to make sure I understand the information before designing. I will provide rough sketches/designs to make sure we are aligned on the messaging. We may set up a call if needed.
3. **EDITING & FINALIZE:** I usually offer a set number of revision rounds (2-4) depending on your quote. Additional edits will be billed hourly. I will then share the final exports.

## HOW COMPANIES USE MY WORK

There are various ways that companies can use data visualizations and infographics to enhance their content, offerings, professionalism, and visuals. I have worked with companies to create or enhance: PDF reports, white papers, PowerPoint/google slides, social media images, blog posts, website graphics, etc. Basically anywhere you have data or complicated information, **good design can elevate that content to make it more beautiful and useful for the audience.**

## PRICING

My hourly rate is typically **\$65/hr**  
I take on projects with a minimum of 5-10 hours for new clients.

A one-page infographic for a new client is usually \$500 to \$650, including 2-3 rounds of edits.  
Multi-page reports start at \$1,300+ (specific quote depends on the page count and number/ complexity of datasets).

*\*See more about pricing on page 3*

Links to learn more and/or inquire to work with me:

MY PORTFOLIO

QUOTE REQUEST

DATAVIZ BLOG POST

While many people can create data visualizations, in my opinion there are different specializations, skill sets, and/or limitations depending on the designer/creator and their tools and project needs. I like to make it very clear what I offer and what I do not, when booking clients and working on projects. Here is a little chart I've put together to explain how I categorize the different specializations and my own niche as well.

[READ MORE HERE](#)

<i>Specialty</i>	SKILLSET/ ADVANTAGES:	TOOLS:	LIMITATIONS:	DESIGN SKILL	DATA LOAD	INTERACTIVE/ AUTOMATION	EDITABLE BY ANYONE?	
<b>DATA ANALYST</b>	<ul style="list-style-type: none"> <li>Understands the data well</li> <li>Works with a lot of data at once, can create dashboards</li> <li>Can create visualizations very quickly/automatically</li> </ul>	<ul style="list-style-type: none"> <li>Tableau</li> <li>Power BI</li> <li>Google data studio</li> </ul>	<ul style="list-style-type: none"> <li>Graphic design skillset</li> <li>Limited ability to customize charts</li> </ul>	 LOW	 HIGH	 HIGH	 LOW	
<b>INTERACTIVE DESIGNER/CODER</b>	<ul style="list-style-type: none"> <li>Interactive design abilities</li> <li>Very customizable</li> </ul>	<ul style="list-style-type: none"> <li>R</li> <li>D3</li> <li>js</li> </ul>	<ul style="list-style-type: none"> <li>Some design skills possibly - depending on the person</li> <li>Takes longer than Tableau or other automations</li> </ul>	 DEPENDS	 HIGH	 HIGH	 NO	
<b>BUSINESS PERSON</b> <i>creating dataviz for presentations</i>	<ul style="list-style-type: none"> <li>Can be done quickly</li> <li>Links to excel</li> </ul>	<ul style="list-style-type: none"> <li>Excel</li> <li>Powerpoint</li> </ul>	<ul style="list-style-type: none"> <li>Limited ability to customize charts</li> <li>Not sophisticated design</li> </ul>	 LOW	 LOW	 NO	 YES	
<b>A GRAPHIC DESIGNER</b> <i>creating charts/ dataviz</i>	<ul style="list-style-type: none"> <li>Design abilities</li> <li>Charts are completely customizable</li> </ul>	<ul style="list-style-type: none"> <li>Adobe Illustrator</li> <li>Photoshop</li> <li>Infogram</li> </ul>	<ul style="list-style-type: none"> <li>Lack of analytical understanding, familiarity with dataviz-specific considerations</li> </ul>	 HIGH	 LOW	 NO	 NO	
<b>ME</b>	<b>A GRAPHIC DESIGN</b> <i>dataviz-specialist</i>	<ul style="list-style-type: none"> <li>Design abilities</li> <li>Charts are completely customizable</li> <li>Understands how to work with data, emphasize the story</li> </ul>	<ul style="list-style-type: none"> <li>Adobe Illustrator</li> <li>Other online tools</li> </ul>	<ul style="list-style-type: none"> <li>Not interactive/ automatically update-able dataviz</li> <li>Not super quick, not for dashboard</li> <li>Not editable</li> </ul>	 HIGH	 MEDIUM	 NO	 NO

## MY OFFERING: *The graphic designer dataviz specialist*

A designer who is well-versed in both graphic design abilities and analytical skills and has experience in working with data and creating charts.

- Skillset/ advantages: Design abilities, charts are completely customizable, understands how to work with data and emphasize the story
- Tools: Adobe Illustrator, other online tools such as Datawrapper, RAW graphs, etc.
- Limitations: Not interactive/ automatically update-able dataviz, not super quick, not for dashboards, not editable

One of the main assets that I believe sets me apart in this field is my journalism background and emphasis on storytelling and clear and concise messaging. Oftentimes data visualizations can be boring, cluttered, and overwhelming for the audience/reader. Dashboards and reports may look like data dumps that lack thoughtful clarity and messaging. My goal is to find out why we are sharing each piece of data and make it easy to digest.

**DOING WHAT I LOVE:** One of the reasons I love working in data visualization graphic design is that it has so many limitations. Other people might find that constricting but I find it liberating and a fun challenge to tackle. When the content, the text, the story, and the data is fascinating, the design can really help it to shine even more.

Orson Welles said this: *"The enemy of art is the absence of limitations"* and I absolutely agree.

## WHAT I DO NOT OFFER

- Branding design
- Coding/interactive design
- Tools: Tableau, Power BI
- Digital illustrations

**MORE ABOUT MY SPECIALTY AND WHO I WORK WITH:** I have worked with people in each of the categories listed above to add my expertise and skillset to the work they've already done, to improve presentations, or to create visualizations from scratch. **Consider your needs:** timing, being editable, interactivity, clarity, design, etc. before deciding who to hire for your project. **I do decline projects if I don't believe it's a great fit for my skillset and your needs.**



# MORE INFORMATION ABOUT BOOKING & WORKING WITH ME

I'd love to work with you! After learning more about your project and providing a quote, I will require a 50% deposit to book my time/ get started and the remainder upon project completion.

**PAYMENTS:** I will send over the invoice - payable by credit card, bank transfer, or PayPal. Additionally, if your company uses bill.com, I prefer to process payments directly through their platform to avoid fees. If this is a recurring/longer- term project I typically send invoices monthly ~1.5 weeks before the end of the month.

## WHAT I NEED FROM MY CLIENTS *before getting started on a project\**

- A full branding style guide (*color palette, fonts, logo, etc.*)
- An in-depth project description + what you're looking for from me specifically / why you want to work with me, what you hope my design solves
- The content (*word doc, data spreadsheets, diagrams, etc.*)
- For datasets: Key takeaways, how the data was collected, any notes
- Format needed (*horizontal/vertical, print/web, page count, etc.*)
- Who is the audience? (*internal/client facing?*) & What is the goal of the piece?

*\*You'll share this info via my inquiry form and/or questionnaire after booking*

## WHAT YOU'LL RECEIVE

A high quality infographic or dataviz report

- A PDF export
- A jpeg and/or png export
- The source files (if needed): Adobe Illustrator and/or InDesign

## COMMUNICATIONS & FILE SHARING

- **COMMUNICATION:** I prefer to connect/communicate via Slack if you are comfortable using it. Email also works but is not ideal.
- **FILE SHARING:** I will set up a shared Google Drive folder (and/or Dropbox) to share files, document project notes/communications, and provide drafts for feedback.
- **FEEDBACK:** I prefer to receive all notes/edits via the commenting feature directly on the PDF export so that notes are clear and I can respond directly if there needs to be a clarification. Please keep each round of edits thorough and clear to avoid too much back and forth.

## AVAILABILITY

Please allow up to 24 hours for a response, and 2-3 days for completion of edits.

I am currently working part-time so my availability is limited. We can establish clear expectations at the beginning of a project and then adjust as needed.

## PRICING

My pricing includes a scope from start to finish (including administration work, time to read and explore the content, meetings (if needed), asking questions/communication, formatting data, sketching/ideation, design polish, editing, etc.) Please provide as much information up front as possible so that I can create a well-estimated quote. Thank you! Here is a table with scopes from 5 to 20 hours per week booked weekly or monthly for your reference. I book hourly and fixed price projects depending on needs, preference, and availability.

Hours/wk	Weekly amount	~Hrs/month	Monthly	Notes
5	\$325	20	\$1,300	<i>*We can start here and increase if needed</i>
10	\$650	40	\$2,600	
15	\$975	60	\$3,900	
20	\$1,300	80	\$5,200	<i>*Please contact me for availability, I am currently working part-time.</i>

## CUSTOM QUOTES

I will provide a custom quote based on your inquiry form & project description, but this should give an idea of my pricing tiers.

Many clients will start with a one-time fixed price project and then may switch or expand to an hourly/ ongoing weekly/monthly contract if we continue working together on a more regular basis.

*Will provide specific turnaround times — usually within 2-4 weeks depending on the scope of the project.*

Thank you for your interest in working with me. Please reach out with any questions at all!

*- Kaitlyn Sanner*

