



meet 

ELIZABETH GATTER

I am Elizabeth Gatter, the Founder and CEO of Blooming Minds Design, LLC, a design company specializing in innovative visual communications. I am an active member of the American Institute of Graphic Arts, a professional association for designers, and the Central Bucks Chamber of Commerce. I actively support and have attended the Women on the Move conference for many years, which is sponsored by the *Mainline Today Magazine* and empowers women as entrepreneurs.

As far back as I can remember, I have been in love with drawing, sketching, and creating art. As I grew up, I always knew that I wanted to pursue art in some fashion. When I was young, I won multiple art competitions and had numerous pieces of work displayed. During my high school art classes and upon graduation from Central Bucks East High School in Bucks County, I knew that I wanted to be a graphic designer specializing in visual communications. I went on to pursue an Associates of Arts degree in Graphic Design and a Bachelors of Arts degree in Graphic Design from Moore College of Art and Design in Philadelphia.

Currently, while I work as a graphic designer on computers and with technical software, I never forget the design principles and foundations from which every design stems. My training was in traditional Bauhaus design methodology, which follows the design discipline of "Form Follows Function". After the anti-industrial movement of the Arts and Crafts style, Bauhaus style—which dates back to the early 1900s in Germany—was revolutionary in merging design and industrial methods.

My schooling fine-tuned my expertise in design analytics and critical thinking, so I am able to create branding identities customized to my clients' vision. Visual strategy and analytics are focused around marketing funnels, so I'm able to address each client's target market from creative concept to the final execution. I choose the appropriate typography and color schemes to capture what the client's marketing campaign needs.

My extensive experience in the design industry helps me understand my clients' needs, not only from a technical standpoint but also empathetically. I believe in getting to know my clients and their products or services well so I can best strategize a branding identity they can use for different media, including print and digital applications.

Forming professional relationships with clients is the key to my ability to clearly convey their marketing messages. My

empathetic understanding of their vision and business goals is the heart of what I do. Each stage of the design process is tailored to the mission of the company I'm serving. As a result, each project is a collaboration—an enjoyable client-designer experience that makes the final product that much better.

In the end, the quality of a design project is directly related to the communication between the designer and the client. Therefore, it's important to look for a designer who not only values relationships but also has a true passion for design and an eye for detail.

When I am not designing, I love being with my two children and two dogs. In addition, I strongly support and participate in JDRF fund-raising to find a cure for type 1 diabetes. I am devoted to raising awareness for this cause that is very close to my heart. I aspire to start a nonprofit organization for raising funds to find a cure for type 1 diabetes one day.

