



(704) 350-5757
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[linkedin.com/in/
bjohnsongraphicdesigner](https://www.linkedin.com/in/bjohnsongraphicdesigner)

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Layout and Composition
Logo Design
Advertising Design
Social Media Design
Photo Editing
Typography

Soft Skills

Teamwork
Independent work
Communication
Public Speaking
Creativity
Problem Solving
Data Collection
Data Mining
Record Keeping
Predictive Analysis
Continuous Learning
Client Relations

Languages

English - Native
German - Elementary

Interests

Standup Comedy
History
Auto Racing

Professional Experience

Freelance Designer

2020 - Present

- Developed logos for diverse clients, including businesses and entertainers.
- Supported the Cystic Fibrosis Foundation by creating an impactful event logo.
- Developed branding and advertising campaigns for companies and entertainers.
- Designed social media advertisements for fashion designers.
- Created original eye-catching show posters for stand-up comedy producers in both print and digital formats (Facebook, Instagram, and Eventbrite).
- Designed print brochures for companies and schools.

In-House Designer

Newell Elementary School - Charlotte Mecklenburg
Schools

2020 - Present

- Collaborated with the school administration to design a new logo.
- Created various educational materials, including anchor charts and lesson posters.
- Developed engaging graphics that promoted school events and activities on the school's communication platforms (website, social media, and Parent Square).
- Worked with a team of teachers to design the school's yearbook.
- Collaborated with the principal to design brochures for hiring events.

Education

Bachelors of Art - Graphic Design

Southern New Hampshire University

Expected Graduation Nov. 2024

Certificate - Graphic Design

University of Colorado

Sep. 2024



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Projects

Tourism Brochure

2023

- Conducted an in-depth analysis of the client intake form and target audience data.
- Created wireframes and mood boards that facilitated a faster decision-making process in concept development of the project.
- Enhanced the provided photographs to 300 ppi. resolution and fine-tuned the color balance, greatly improving print material quality.
- Designed two image-driven brochures, utilizing a hierarchical grid in the layout and integrated colors sampled from images into typography and vector graphics.

Multi-Channel Advertisement

2024

- Conducted a thorough analysis of client intake forms and target audience data.
- Seamlessly integrated corporate brand standards and target audience data into the design, ensuring a 100% compliance rate with company imaging criteria.
- Designed an all-encompassing advertisement package, including various social media and traditional print ads, which propelled a unified brand message.