



Katelyn Johnson

Designer

katelynpage.design

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661.428.7310

Irvine, CA

Skills

Creative & Brand Leadership

Campaign Design, Brand Systems, Art Direction, Visual Storytelling, Integrated Marketing Campaigns, Cross-Functional Collaboration

Project Management

Timeline Management, Workflow Optimization, Multi-Project Prioritization, Iterative Feedback Processes, Stakeholder Communication

Design

Digital Design, Editorial Design, Packaging Design, Email Design, Social Campaigns, Layout Design, Visual Hierarchy, Typography

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Adobe Firefly, Microsoft Office, Google Workspace

Profile

Designer with 8+ years of experience creating digital and print marketing assets across beauty, education, and consumer brands. Known for thoughtful design, strong organization, and translating complex ideas into clear visual communication.

Experience

Graphic Designer | Dynarex Corporations

2025 - current

- Design marketing assets across catalogs, sales materials, packaging, and campaigns
- Translate complex product information into clear, visually engaging layouts that support brand storytelling and sales goals
- Streamline workflows using AI and Adobe automation to improve efficiency and consistency

Brand Designer | Pioneering Possibilities and Company

2024 - 2025

- Led brand development and visual direction across digital, editorial, and educational platforms
- Designed thoughtful user experiences and marketing materials that simplified complex messaging into engaging visual communication
- Partnered with stakeholders through iterative feedback rounds to deliver cohesive, mission-driven creative solutions

Designer | Summer Friday, Creative & Marketing Agency

2021 - 2023

- Developed scalable brand systems, campaign assets, and templates across print and digital platforms for multiple client brands
- Collaborated with creative, marketing, and clients through iterative feedback processes
- Managed multiple fast-paced projects while maintaining organization and attention to detail

Graphic Designer | Beauty 21 Cosmetics, LA Girl & LA Colors

2018 - 2021

- Designed marketing assets for product launches including packaging, retail displays, digital campaigns, and social media content
- Developed cohesive visual systems for in-store and digital experiences while maintaining brand consistency across channels
- Partnered with marketing and R&D teams to execute cohesive cross-channel campaigns in a deadline-driven environment

Education

California State Polytechnic University Pomona

Bachelors of Fine Arts, Graphic Design | 2018