



Katelyn Johnson

Multidisciplinary Designer
katelynpage.design

661.428.7310
Englewood, NJ

Software
Figma
InDesign
Illustrator
Photoshop
AfterEffects
Adobe XD
AutoCAD
Microsoft Office
Google Suite
Slack/Asana/Trello
Squarespace/Wix

Profile

Multidisciplinary designer able to combine creativity and technical skills to create user-centered experiences that are intuitive, aesthetically pleasing, and meet the needs of users. Clear communicator with a talent for efficiently managing projects and optimizing resources for increased consistency.

Skills

Graphic Design, UI Design, UX Research, Prototype Design, Site Mapping, Wireframing, Information Architecture, User/Task Flows, HTML/CSS, Video/Photo Editing, Branding

Experience

Project Coordinator | Preschool to Prison Consultancy

May 2024 - current

- Created organization branding/identity and then built the website focusing on clear messaging, logical user flow, cohesive design, and improved SEO
- Creates collateral such as brochures, workshop booklets, and event publicity assets
- Manages current tasks and resources efficiently while researching future opportunities

Designer | Summer Friday, Creative & Marketing Agency

September 2021 - July 2023

- Applied client brand guidelines to new content such as presentations and print media
- Created systems to improve consistency and efficiency in the completion of work
- Designed client branding guidelines focusing on visual boldness and versatility of use

Graphic Designer | Boscia, Skincare Brand

February 2021 - July 2021

- Designed product packaging in alignment with brand guidelines
- Asset creation with a focus on cohesive e-commerce campaigns across desktop and mobile

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

October 2018 - February 2021

- Developed packaging as well as print and digital marketing material for new product launches
- Designed planograms for retailers and created scaled display models
- Improved account management efficiency for better file sharing across design team

Graphic Design Assistant | Cal Poly Pomona

August 2016 - July 2018

- Developed assets for marketing packages, including print materials, banners, and emails
- Initiated expanded creative response to marketing by introducing new media formats that were more relevant to target audience including motion graphics

Education

California State Polytechnic University Pomona

Bachelors of Fine Arts, Graphic Design | 2018