



Katelyn Johnson

Designer

katelynpage.design

661.428.7310

Fort Lee, NJ

Profile

Graphic and packaging designer able to combine creativity and technical skills to create work that informs and engages consumers. Clear communicator with an eye for detail and skill in overseeing projects from conception to final delivery.

Software

InDesign, Illustrator, Photoshop, AfterEffects, Adobe XD, Microsoft Office, Google Suite, Slack/Asana, MailChimp

Experience

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 allowing for faster turn-around times for clients
- 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
- Lead asset creation for global and local campaigns, with a focus on cohesive digital/e-commerce campaigns across desktop and mobile

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

October 2018 - February 2021

- Developed product packaging as well as print and digital marketing material for new product launches for both LA Girl and LA Colors
- Designed product displays for retailers and collaborated with sales team to acquire new accounts through innovative display mockups
- Improved account management efficiency by redesigning file structures and allowing for better file sharing across design team

Graphic Design Assistant | CalPoly Pomona

August 2016 - July 2018

- Developed assets for marketing packages, including print materials, banners, and signs
- Initiated expanded creative response to marketing by introducing new media formats that were more relevant to target audience including motion graphics
- Redesigned college newsletter on new platform that increased click rates and improved level of communication among students, faculty, and staff

Education

California State Polytechnic University Pomona

Bachelors of Fine Arts, Graphic Design | 2018