


NAOMI JOHNSON

GRAPHIC DESIGNER/WEB DEVELOPER

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 NAOMIMAE.COM

EXPERIENCED GRAPHIC DESIGNER WITH FRONT END DEVELOPMENT SKILLS SEEKING OPPORTUNITY TO MERGE GAP BETWEEN GRAPHIC DESIGN AND WEB DEVELOPMENT

EDUCATION

2018-2019: UNIVERSITY OF PENNSYLVANIA LPS
CODING BOOT CAMP POST GRADUATE CERTIFICATE

2015-2018: ACADEMY OF ART UNIVERSITY
M.A. GRAPHIC DESIGN & DIGITAL MEDIA

EXPERIENCE

AQUENT AT MERCK | NORTH WALES, PA

ART DIRECTOR: HIVE DIGITAL ENGAGEMENT TEAM MAY 2020 - CURRENT

- * Creates concept and design for promotional digital materials for a healthcare consumer audience including websites, videos, animated ads, emails for the Type 2 Diabetes Brands
- * Designed first Instagram profile in the company for marketing purposes
- * Worked with marketing team to come up with creative solutions that fulfilled Merck's standards
- * Leads live content collaboration sessions reviewing designs and tactics with legal, GMIS, medical experts, and brand team

AQUENT AT MERCK | NORTH WALES, PA

DESIGN STEWARD DECEMBER 2019 - MAY 2020

- * Building composites consisting of brand imagery and messaging to be utilized by agency and job owners within the Content Management System (CMS)
- * Collaboration with Content management team members and editorial to ensure final production files are consistent with business expectations; resolve any errors and produce output for Medical and Legal review

AEGIS COMMUNICATIONS | NEWTOWN, PA

WEB DESIGNER JUNE 2019 - NOVEMBER 2020

- * Brand third party email assets provided by sponsors using HTML/CSS and Photoshop
- * Generate HTML company newsletters to be sent out monthly for multiple publications
- * Created animated advertisements to go on Website to guide customers to product pages
- * Developed front-end design elements with the backend dev team to for workflow application

CPA TECHNOLOGY | CONSHOHOCKEN, PA

BRANDING DIRECTOR DECEMBER 2018 - JUNE 2019

- * Oversee the creation of a variety of marketing materials, including logos/branding, posters, etc.
- * Created several automated coded HTML emails for targeted client communications
- * Responsible for re-branding company website aesthetics/user-interface
- * Re-vamp parent company marketing materials to better align branding style with target audience

MEE PRODUCTIONS | PHILADELPHIA, PA

PROJECT GRAPHIC DESIGNER, MULTI-MEDIA PROJECT ASSISTANT JUNE 2017 - AUGUST 2018

EXPERTISE

Highly proficient in Adobe Suite
UX/UI Eperience/ A/B, Survey Testing
Profecient in multimedia presentations
Experience working with print media
Knowledgeable in motion graphics
Website Prototyping: Sketch and Invision
Experienced working with JSON APIs
Able to create effective and innovative designs to convey desired ideas
Experience working with clients to identify needs and solutions

LEADERSHIP ACTIVITIES

Mentor with Philadelphia Futures
Founding Member Of Railsbridge: Philadelphia Chapter

Collaborating with marketing, sales, and product development departments
Proficient in HTML, CSS, JavaScript, JQuery, Node, MySql
Flexible problem-solver able to adapt to changing circumstances and needs
Excellent teamwork to engage productively with other design professionals