

# Naomi Johnson, M.A.

WEB DESIGNER/PROJECT MANAGER

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Experienced graphic designer with front end development skills seeking opportunity to merge gap between graphic design and web development. Experience working with clients to identify needs and solutions; collaborating with marketing, sales, and product development departments; and, very experienced with taking on difficult projects and designing solutions.

## **EXPERIENCE**

*CHILDREN'S HOSPITAL OF PHILADELPHIA (CHOP) | PHILADELPHIA, PA*

**INTERACTIVE WEB DESIGNER** | APRIL 2021 - CURRENT

- Collaborate with the clinical pathways team to update and maintain over 170 micro websites to align with brand standardizations
- Consult with medical personnel to conceptualize and develop specialized content-based websites
- Specialize in Project managing the multitude of websites ensuring that deadlines are met

*AQUENT AT MERCK | December 2019 – April 2021*

**ART DIRECTOR: HIVE DIGITAL ENGAGEMENT TEAM** | MAY 2020 - APRIL 2021

- 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

**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 2019

- 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** | OCTOBER 2018 - JUNE 2019

- Translate brand elements into plans and go-to-market strategies
- Monitor market trends, research consumer markets and competitors' activities
- Created several automated coded HTML emails for targeted client communications

*MEE PRODUCTIONS | PHILADELPHIA, PA*

**PROJECT GRAPHIC DESIGNER** | JUNE 2017 - OCTOBER 2018

- Translate brand elements into plans and go-to-market strategies
- Monitor market trends, research consumer markets and competitors' activities
- Created several automated coded HTML emails for targeted client communications

*PHILADELPHIA INSURANCE COMPANIES* | BALA CYNWYD, PA

**GRAPHIC DESIGN INTERN** | NOVEMBER 2016 – AUGUST 2017

- Normalized documents from various departments to ensure the consistency of branding elements
- Designed monthly company announcement emails which included department updates
- Partnered with the web development team to design and implement product landing pages

*NATIONAL BOARD OF OSTEOPATHIC MEDICAL EXAMINERS (NBOME)* | CONSHOHOCKEN, PA

**GRAPHIC DESIGN INTERN** | AUGUST 2016 – OCTOBER 2016

- Responsible for working with the Learning Technology and Marketing departments to create job aids
- Created infographics to make medical documentation digestible

*DELAWARE RIVER WATERFRONT CORPORATION* | PHILADELPHIA, PA

**FREELANCE GRAPHIC DESIGNER** | JUNE 2016 – JULY 2016

- Created the signage and flyers for summer event series
- Worked hand and hand with Marketing department to make sure appropriate vision was achieved

*KINGDOM ACADEMY FOR CPA* | BENSLEM, PA

**KINDERGARTEN TEACHER** | SEPTEMBER 2013 – JUNE 2015

- While using the Starfall learning curriculum taught kids the core subjects while integrating performing arts to enhance learning
- Teach alphabet and numeracy along with personal, social and emotional skills
- Assess students performance and progress to ensure they are mastering the skills on regular basis

*DELTA-T-GROUP* | BRYN MAWR, PA

**THERAPEUTIC STAFF SUPPORT** | DECEMBER 2012- JUNE 2013

- Worked one on one with child diagnosed on the autism spectrum in a school classroom
- Provided mental and emotional support while implementing behavioral modification techniques

## **EDUCATION**

*UNIVERSITY OF PENNSYLVANIA LPS* | 2018-2019

**CODING BOOT CAMP POST GRADUATE CERTIFICATE**

*WEST CHESTER UNIVERSITY* | 2008-2012

**B.S. LIBERAL STUDIES**

*ACADEMY OF ART UNIVERSITY* | 2015-2018

**M.A. GRAPHIC DESIGN & DIGITAL MEDIA**

## **EXPERTISE**

- Highly proficient in Adobe Creative Suite;
- UX/UI Experience/ A/B, Survey Testing
- Proficient in multimedia presentations
- Experience working with print media
- Knowledgeable in motion graphics
- Website Prototyping: Sketch and Invision
- Experienced working with JSON APIs
- Proficient in HTML, CSS, JavaScript, JQuery, Node, MySql
- Highly proficient in Project Management Software; including but not limited to Hive, Trello, Asana, Workfront