

Erika Johnson

Graphic Designer
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Driven Graphic Designer with 7+ years of experience delivering a variety of print and digital materials. Seeking an opportunity to exercise my problem solving skills, work within a challenging yet exciting space, and grow as a creative thinker and designer. Pursuing job opportunities with companies who share a passion for clean, minimal design and the latest visual trends.

Experience

TransPerfect Translations

Graphic Designer –

November 2017 - Present

- Responsible for creating and collaborating on a diverse range of projects that include but are not limited to: infographics; print collateral; branding and logos; event signage and invitations; social media posts; digital ads; packaging and more.
- Produce visually appealing and compelling presentations that engage target audiences. Created and maintain a directory of 300+ slides for the sales team to pull from on a "self service" basis.
- Evolve and maintain brand standards for 10+ distinct sub-companies under the TransPerfect umbrella.
- Balance 9+ projects at one time, manage rounds of review and drive to final approval.
- Collaborate with account managers to provide art direction and creative solutions that meet business and marketing objectives.

Self Employed

Design, Art Direction & Content Creation –

January 2017 - Present

- Create logos and identity systems for new companies.
- Manage social media content creation and execute post scheduling for 8+ clients at a time.
- Adhere to established brand guidelines to create materials such as trifolds, posters, banner stands, whitepapers, rack cards, and trade show booths on a one-off basis.

VCU Office of Sustainability

Graphic Designer –

April 2015 - May 2016

- Produced a variety of digital and printed designs including logos, print collateral and publications.
- Designed an identity system for the VCU Learning Gardens Program.
- Applied a strong sense of typography and layout skills to produce the 20+ page publication of the VCU Sustainability Plan.
- Tabled events and focused on student out-reach.

Education

Bachelor of Fine Arts in Graphic Design

Virginia Commonwealth University, 2012 - 2015

GPA: 3.86

Activities: 2014-2015 Purchasing Coordinator of Alpha Gamma Delta Women's Fraternity. Member of the National Society of Collegiate Scholars. Attended a summer 2015 study abroad session in Florence, Italy studying Italian design and typography.

Expertise

Identity/Brand Development	Social Media Strategy
Print Collateral	Time Management
Publication Layout	Interpersonal Skills
Digital Advertising	Problem Solving
Typography	Customer Service

Tools

CS Photoshop + Illustrator + InDesign
Microsoft Office + Google Suite
Adobe Acrobat
Canva
Airtable
Zoho Social