

Adam Johnson

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Columbus, OH, USA

Open to Hybrid and Remote

Professional Experience

The Ohio State University - Columbus, Ohio

Graphic Designer Specialist 2 (2022 - Present)

- Led the complete redesign and migration of the Office of International Affairs' website from Umbraco to Drupal, ensuring full ADA compliance and significantly improving accessibility.
- Directed the creation and production of over 100 print and digital assets annually, including reports, event materials, and micro-brand identities, enhancing the department's visual presence.
- Improved user engagement by 30% by aligning the website with WCAG 2.1 standards, which improved accessibility and user experience across diverse user groups.
- Coordinated closely with cross-functional teams to meet all project deadlines, maintaining a high standard of quality and consistency.

PRISM Marketing - Columbus, Ohio

Multimedia Designer & Videographer (2020 - 2022)

- Designed and executed branding campaigns using Adobe Creative Suite, consistently exceeding client expectations.
- Created high-impact video marketing decks for clients like Procter and Gamble, engaging over 30,000 employees.
- Developed SEO-optimized visual content, boosting CTR for web campaigns by 25%.

Homage Apparel - Columbus, Ohio

Production Designer (2012-2014)

- Innovated workflows for asset management, increasing production efficiency by 20%.
- Designed graphics for the National Park series, contributing to its status as a top-selling product line.

Education

The Ohio State University - Columbus, OH (2023)

Certificate: Product Design (UX and UI | 3.97 GPA)

University of Southern California - Los Angeles, CA

(2018) *BFA: Intermedia Arts* (Digital Media | 3.81 GPA)

Technical Skills

- Digital Design: Figma, Adobe Illustrator, InDesign, Photoshop, After Effects, Premiere, Google Web Designer, MAYA, Cinema 4D (Expert)
- Programming: HTML5, CSS, JavaScript (Advanced)
- Web Development: CMS platforms - WordPress, Webflow, Drupal (Advanced)
- Operating Systems: MacOS, Windows (Expert)
- Office Software: Microsoft Office Suite, Google Suite (Expert)

Interpersonal Skills

- Project Management: Efficient in handling multiple projects with tight deadlines
- Collaboration: Strong team player with excellent communication skills
- Creativity: Innovative problem-solver with a knack for visual storytelling