



EMi JOHNSON • DESIGNER, ART DIRECTOR & FRIEND
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ABOUT

I'm a multidisciplinary and award-winning graphic designer, art director, and illustrator with a bent for creative problem solving.

SKILLS

- Expert in Adobe Creative Suite, with years of experience in Photoshop, Illustrator, and InDesign.
- Hungry learner with growing practice and experience in Figma, After Effects, and Midjourney, with the gumption and audacity to learn whatever tool is needed for the job.
- Strategically-minded conceptual thinker.
- Excellent written and verbal communicator.
- Strong public speaker and presenter.
- Enthusiastic collaborator.
- A pleasure to have in class.

EDUCATION

BFA in Graphic Design
Hite Art Institute at the
University of Louisville
Cum Laude

EXPERIENCE

Doe-Anderson • Associate Creative Director • October 2019 to present

I acted as a visual lead on global bourbon brand, Maker's Mark, for over 4 years, helping usher the brand into a new visual identity and develop creative across touchpoints from social media and web content, to point of sale and out of home campaigns. In that same time, I touched and transformed a number of brands from our client roster including Wilson's Evoshield, The Kentucky Derby Museum, LG&E + KU, Condado Tacos and even the agency itself when I co-lead the 2022 Doe rebrand.

GE Appliances • Graphic Designer • January 2018 to October 2019

This was a dynamic and eclectic role that involved everything from design, to copywriting, to community management, to live production. I began as a UX design intern on a unique, internal startup team whose purpose transformed throughout my tenure—first building the communal industrial design platform Giddy where I created wireframes, screen designs, animations and illustrations, then a microenterprising venture under the same name where I stood up experimental brand expressions for clients such as Emerson Electric and American Air Filter, then finally, an interactive, online cooking show called Chibo, where after creating the brand identity, I acted primarily as an in-house content creator and social media manager.

KHESLC • Graphic Design Intern • August 2016 to January 2018

Created digital banner ads, email and presentation templates, tradeshow materials, and prepared day to day deliverables for production.

Relay Design Co. • Graphic Design Intern • Summer 2017

Created digital and print materials and assisted in creative concepting for a variety of clients.

Freelance • Graphic Designer & Illustrator • Ongoing

I've taken on side projects big and small throughout my career as a designer, from assets like logos and album covers for Louisville local bands, artwork for podcasts and Twitch channels, to brand suites for local businesses.