

## Jeromy Johnson

- Experienced visual and senior graphic designer; reliable, strategic and productive.
- Creative, loyal, focused and multi-task oriented with an eye for detail.
- Strong interpersonal communication, collaboration and problem solving skills.
- Prioritizes work flow to meet deadlines; works well under pressure.
- Designs to meet client's objectives and to clearly convey their story.

### Education

MFA in Graphic Design: Academy of Art University, 2014  
Certificate in Professional Photography: New York Institute of Photography, 2001  
Bachelor of Science: William Jessup University, 1998

### Experience

#### **VSP Vision** • Rancho Cordova, 2014–present

Art Direction and Graphic Design (Sr. Graphic Designer / Art Director)

Began as a general graphic designer, supporting multiple lines of businesses. Was promoted to Art Director of VSP's corporate identity, and then to Art Director of the Optics line of business. Made a lateral move to Sr. Graphic Designer supporting the design and identity of the Vision Insurance line of business, with a focus on sales (winning and keeping clients). Experienced in print, web, email, social media, swag, trade shows, vehicle wraps, billboards, packaging, events, design systems, grids, A/B testing, and more. Winner of Gold and Silver American Advertiser (Addy) Awards.

#### **EyeFinity, A VSP Company** • Rancho Cordova, 2008–2014

Graphic and Web Design (Digital Marketing Specialist / Graphic Designer)

Designed for print/web/email/trade shows. Managed back-end marketing systems. Enhanced private-practice optometric websites with graphical, textual and SEO improvements using CMS. Designed universal themes/templates. Edited CSS to customize websites. Worked closely with over 2,000 offices to develop and help improve their web presence. Created custom graphics, logos and artwork for offices. Worked closely with back-end development team to enhance product and the end-user's experience by integrating customer requests, industry knowledge and graphic design skills.

#### **Franklin Templeton Investments** • Rancho Cordova, 2007–2008

Graphic Design (Software Training Coordinator)

Provided marketing support for a global investment management organization. Designed professional PowerPoint presentations. Developed web-based training materials, new curriculum and managed web posting. Coordinated the training efforts for 1,800+ end-users and was elevated to train the trainers. Tested software to identify bugs and appropriate solutions.

### Skills

**Design:** Typography • Conceptual Design • Multi Platform Design Systems • Brand Identity • Web Design • Web/Email Marketing • UI/UX design • Brochures • White Papers • Swag • Events • Vehicle Wraps • Promotional Materials (Swag) • Print • Publication Ads • Presentations • Posters • Mockups

**Software:** Adobe Creative Suite • Photoshop • InDesign • XD • Illustrator • Acrobat • Premiere • After Effects • Word • PowerPoint • Excel • Outlook • Sharepoint • Digital Asset Management • Lytho Creative Workflow • Miro

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