

- Jeromy Johnson**
- Experienced visual and senior graphic designer—reliable, strategic, and productive.
 - 15+ years in-house agency experience, with a love of typography.
 - 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.
 - Open to remote work, or local Sacramento region.

Education Masters degree (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** • 2017–present
Senior Graphic Designer / Art Director

My Journey with VSP

Began as a general graphic designer, supporting multiple lines of businesses. Was promoted in 2018 to Art Director of VSP's corporate identity, and then in 2019 to Art Director of the Optics line of business. Made a lateral move in 2021 to Sr. Graphic Designer supporting the design and identity of the Vision Care Insurance line of business, with a focus on sales Presentations and RFX (winning and keeping clients).

Branding

- Helped develop VSP Master Brand re-branding system, executive presentation, and brand book.
- Designed and implemented 9-column grid system for all print and digital designs.
- Concepted, designed, and executed a brand refresh for the SunSync product line, including the launch of a new product: SunSync Elite XT.
- Source, recommend, and implement diverse marketing images (with DE&I in mind).
- Using Adobe XD, designed six categories of logos and brand systems to be applied to partner optometry offices.
- Worked with the first two pilot offices in developing their logos and brand; both doctors were thrilled with the outcomes.
- Helped design and print custom brand books to provide to eye care providers interested in our new brand concierge service.
- Ensure that junior designers and marketing partners stay on brand.

Interactive/Digital Design

- Designed and co-created a Build Your Own Snowman interactive web experience for social engagement, resulting in the second-highest engagement numbers for social media, with over 10,000 snowmen created and 3,800+ Facebook shares.
- Provided HR communications team with digital-display templates and brand guidelines. Goal: Reduce off-brand designs and expedite turn around time for the last-minute requests.
- Designed on-going digital display slides for HR communications.
- Helped design a lobby interactive display highlighting VSP's history and mission.

Presentation Design

- Annually (2021, '22, '23) redesigned, branded, elevated, simplified, and unified 24 diverse sales PowerPoint decks, applying a shared Master, so any of the 750+ slides could be mixed/matched between decks.

Experience (Cont.)

- As of Sept, these decks have helped inside sales generate \$22m in NEW business (vs. the \$20.3m goal)
- Designed executive/board PowerPoint presentations to meet CEO's goals, personality, and message. Received positive feedback from CEO and other executive stakeholders.
- Built a custom, on-brand design system that could be reused for Sales RFX—adding custom images (not too see-n-say), altering pace, and finding balance between words, visuals, and spreads.
- By elevating their PowerPoints, helped convinced sales teams to switch presentation strategies and habits, moving from word-driven presentations to story- graphic-driven ones, resulting in Sales PPT decks have been downloaded 1,478 times YTD, an 418% increase since 2020 (285 before they were elevated).
- Provided training for the Sales and Support Team with new PowerPoint decks.

Web/UI/UX Design

- Created a Master XD document for Magnolia 5 Base Template Components that designers can pull assets from when designing a simple landing page/website.
- Skinned existing UX designs with on-brand UI design and elements.
- Developed master Adobe XD templates for common website and mobile banners and ads.
- Worked closely with UX team to ensure their designs are on brand.

Print Design and Management

- Led printing efforts and timeline for a high-impact VSP job (Sales Event Invitation), found 2nd printer in the “last hour” resulting in \$3,500 in savings (falling below budget), on-time delivery, and successful print production.
- My design for the IFEBP Invitation (record in sleeve and tickets) resulted in 100+ more booth visits and 132 more party attendees than the prior year.
- Winner of Gold and Silver American Advertiser (Addy) Awards.
- Worked with print management to produce new VSP Purpose swag for employees.
- Expert in pre-press PDF output in InDesign (hundreds of PDFs created for print).

Art Direction

- Oversaw print press checks for high-value printing jobs, providing direction with on-press adjustments to achieve desired results across all print deliverables.
- Suggested major refinement/alignment of an existing Sunsync artwork, which was accepted, moving their brand to a more professional space.
- Managed and directed junior designers.
- Worked with partners to collaborate on design to ensure marketing goals are met, while still applying great design, layout, and typography.

Events/Conferences

- With the Propel Conference design, I helped support retention and growth of existing Eyefinity enterprise customers resulting in 8% total growth in 2017.
- Inspired annual employee dinner dance team to choose a new, elevated solution (beyond tacky “Oscar” theme). Got an additional \$2k to help fulfill their vision. Art directed two core designers to design a system and apply it to multiple deliverables. Design won an ADDY Award.
- For two years, designed and help coordinate biannual Vision Expo corporate booth in New York and Las Vegas.
- Designed VSP takeover events for the Sacramento Kings arena.

Experience (Cont.)

Video

- Storyboarded and art directed a suite of 28 technical training videos for optician continual education and certification.
- In-studio production and art direction for marketing and education videos.
- Designed and art directed marketing videos, working with in-house media team.

Vehicle/Location Design

- Re-wrapped and -designed a four-vehicle fleet of eye care mobile clinics (1 semi truck and 3 RVs), successfully pitching strategy for fleet-based design system.
- Met strategic goals for the mobile clinic redesign, collaborating with stakeholders to ensure on-going alignment and on-time delivery.
- Designed roadside billboard sign, successfully convincing business partner to shift their initial design direction to our proposed solution for more impact and straight-forward message and billboard design.

EyeFinity, A VSP Company • 2008–2016

Digital Marketing Specialist / Web Designer

- Designed for print/web/email/trade shows and other marketing efforts.
- Helped lower website cancellations by proactively researching, vetting, and procuring a website builder/template partner to replace our aging in-house system.
- Managed back-end web and digital marketing systems.
- Enhanced private-practice optometric websites with graphical, textual and SEO improvements using CMS.
- Designed universal themes/templates and edited CSS to customize websites.
- Worked closely with over 2,000 optometry offices to develop and help improve their web presence.
- Created custom graphics, logos and artwork for optometry offices.
- Worked with back-end development team to enhance product and user experience by integrating customer requests, industry knowledge, and graphic design skills.

Franklin Templeton Investments • 2007–2008

Software Training Designer / Coordinator

- Provided marketing support for a global investment management organization.
- Designed professional PowerPoint presentations.
- Developed web-based training, new curriculum and managed web posting.
- Coordinated 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 • Tradeshow Design • Visual Design • A/B Testing

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

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