

# Senior Graphic/Brand Designer

**Jeromy Johnson** Senior-level Graphic and Brand Designer with experience in freelancer and corporate in-house agency roles. Career roles include: web designer, digital marketing specialist, graphic designer, visual designer, art director, and senior graphic designer. Worked with marketing directors, market managers, content specialists, video and multimedia teams, presidents, executives, copywriters, senior art directors, and corporate employees.

## Selected Accomplishments

- **Won Gold and Silver American Advertiser (ADDY) Awards.** Inspired annual employee dinner dance team to choose new, elevated solution (beyond tacky “Oscar” theme). Got additional \$2,000 to help fulfill their vision. Art directed two core designers to design system and apply it to multiple deliverables/design won ADDY Award.
- **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. Decks helped inside sales generate \$22,000,000 in new business (vs. \$20,300,000 goal). Sales PPT decks downloaded 1,478 times (418% increase).
- **Designed/co-created “Build Your Own Snowman” interactive web experience,** resulting in second-highest engagement numbers for social media, with over 10,000 snowmen created and 3,800+ Facebook shares.
- **Designed two high-impact custom decks for UPS and Chrysler RFPs.** Built a custom, on-brand design system that could be reused. Included custom images, altered pace, found balance between words, visuals, and spreads. Created callouts for most important stats and messages. Won both RFPs resulting in 800,000 add to VSP Network. Deck used of an additional 38 RFPs that have reached finalist stage.
- **Redesigned mobile clinics vehicle wraps with fleet in mind.** Created cohesive system customized to each of 4 clinics, while being instantly recognizable as VSP Fleet. Gained instant brand recognition, “Who is giving away free exams and glasses? VSP.” When more than one vehicle at an event, they were unified. Local Sacramento news outlet ran story on clinics because of redesign.

## Professional Experience

### Optum/United Health Group

2023–present

*Senior Proposal Graphic Designer/Consultant*

- Proactively vetted/implemented Adobe WorkFront as design request/proofing/tracking tool for team. Transformed process from email requests to one source for requests sent via a smart form, projects for designers to work off of and log time, a proofing system with markups and versions, final delivery of files.
- Stood up a DAM system to organize and share graphics and final deliverables. Went from folder-based (SharePoint) to keyword-based organizational structure which allows assets/graphics to be searched for by keywords, apply filters, share with outside vendors, visually see artwork, and download various file formats.
- Redesigned and rebranded 30+ “evergreen” graphics to be used in RFPs. Designed Adobe XD system to quickly customize RFP graphics to meet individual client branding and needs.
- Redesigned suite of State Medicaid Market Landscapes from PPT to INDD/PDF as professional leave-behind. Developed RFP Template to apply to State Medicaid RFP bids.

Graphic Designer

jeromy johnson

Website

jeromyj.com

Email

jeromyj@me.com

Phone

916.990.5528

## Experience (Cont.)

### VSP Vision

2017–2023

Senior Graphic Designer [Vision Care Insurance Business Line]	2021–2023
Art Director [Optics Business Line]	2019–2021
Art Director [VSP Corporate Identity]	2018–2019
Graphic Designer [supporting multiple business lines]	2017–2018

#### 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.
- Designed six categories of logos and brand systems (Adobe XD) to be applied to partner optometry offices. Worked with the first two pilot offices in developing their logos and brand.
- Helped design and print custom brand books to provide to eye care providers interested in our new brand concierge service.

#### 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 turnaround time for last-minute requests.
- Designed on-going digital display slides for HR communications.
- Helped design 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. As of Sept, these decks have helped inside sales generate \$22,000,000 in NEW business (vs. \$20,300,000 goal)
- 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 - resulted in Sales PPT decks being downloaded 1,478 times (418% increase).

#### 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.

#### Print Design and Management

- Led printing efforts and timeline for a high-impact VSP job (Sales Event Invitation), found 2nd printer at the “last hour” resulting in \$3,500 in savings (falling below budget), on-time delivery, and successful print production.
- Won Gold American Advertiser (ADDY) Award for my design for tradeshow party Invitation (record in sleeve and tickets) resulted in 100+ more booth visits and 132 more party attendees than the prior year.

Graphic Designer

jeromy johnson

Website

jeromyj.com

Email

jeromyj@me.com

Phone

916.990.5528

## Experience (Cont.)

- Won Silver American Advertiser (ADDY) Award for mailer redesign.
- Expert in pre-press PDF output in InDesign (hundreds of PDFs created for print).

### Art/Creative Direction

- Managed and directed 6+ junior designers. Reviewed designs, provided art direction, suggested improvements to push their design thinking and help them grow.
- Oversaw print press checks for high-value printing jobs (product catalogs, marketing brochures for optometry office countertops, product posters for optometry offices, tradeshow party invitations and giveaways), providing direction with on-press adjustments to achieve desired results across all print deliverables.
- Suggested major refinement/alignment of an existing Sunsync artwork (model/image selection, uniting graphical element applied to all images, consistent color correction, design applied to common grid).

### Events/Conferences

- Inspired annual employee dinner dance team to choose new, elevated solution. Art directed two core designers to design system and apply it to multiple deliverables. System included invitations, tickets, step-n-repeat backgrounds, waypoint and parking signage, custom LED sign over door entrance, nametags, looping video/slides, presentation backgrounds, and event mood boards for decoration.
- Designed and helped coordinate biannual Vision Expo corporate booth in New York and Las Vegas.
- Designed VSP takeover events for the Sacramento Kings Arena (three technically-specific video ribbons circling entire arena, courtside and jumbotron ads, halftime giveaways).

### Video

- Storyboarded and art directed a suite of 28 technical training videos for optician continuing education and certification. Designed, produced and art directed In-studio production of marketing and education videos.

### 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.
- 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.
- Managed back-end web and digital marketing systems.
- 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. Enhanced private-practice optometric websites with graphical, textual and SEO improvements using CMS..
- Worked with back-end development team to enhance product and user experience by integrating customer requests, industry knowledge, and graphic design skills.
- Helped lower website cancellations by proactively researching, vetting, and procuring a website builder/template partner to replace our aging in-house system.

Graphic Designer  
jeromy johnson

Website  
jeromyj.com

Email  
jeromyj@me.com

Phone  
916.990.5528

## Experience (Cont.)

### Franklin Templeton Investments

2007–2008

Software Training Designer / Coordinator

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

## Education and Skills

Master's Degree (MFA) in Graphic Design: Academy of Art University

Certificate in Professional Photography: New York Institute of Photography

Bachelor of Science: William Jessup University, 1998

**Overall:** Senior Graphic Design | Design Management | Design Team Management | Art Direction | Video Direction | Design Process Tools Development | Design Process Improvement | In-House | Freelance | Cross-functional Collaboration | Brand Strategy | Advertising | Audio | Production Process | Printing Process | Copyediting | SaaS Marketing

**Design:** Typography | Conceptual Design | Multi-Platform Design Systems | Multimedia Design | Interactive Experience | Brand Identity | Web Design | Web/Email Marketing | UI Design | UX Design | RFP/RFQ Design | Brochures | White Papers | Swag | Events | Vehicle Wraps | Promotional Materials (Swag) | Digital | Print | Publication Ads | Presentations | Posters | Mockups | Tradeshow Design | Visual Design | A/B Testing | Typography | Color Theory | Layout Principles

**Software:** Adobe Creative Suite | Photoshop | InDesign | XD | Illustrator | Acrobat | PremierePro | After Effects | WorkFront | Keynote | MediaEncoder | Digital Asset Management | Lytho Creative Workflow | Miro | Microsoft Outlook, Word, PowerPoint, Excel, SharePoint | WorkFront | PC | Mac