Jeromy johnson

Graphic and UI Designer

Jj

Summary

I'm a collaborative graphic and UI designer bringing a sense of order and clarity through design to a world filled with noise, clutter, and chaos. • I design for the behavior of people—creating a meaningful relationship between them and interfaces they use. • As an experienced professional, I use a design-thinking process that seeks to discover, craft, deliver, and improve through iteration. • I have a nerdy love of components and prototyping. • I am committed to solving problems through abductive reasoning, critical thinking, and pixel-perfect real-world design.

Selected Acomplishments

- Created Master XD documents for Magnolia 5 Base Template Components
- Skinned existing UX wireframes with on-brand UI design and elements
- Developed master Figma templates for website pages, banners and ads
- Worked closely with UX team to ensure designs are on brand
- Designed universal themes/templates and edited CSS to customize websites
- Designed/co-created interactive web experiences for social engagement
- Won Gold and Silver American Advertiser (ADDY) Awards

Areas of Expertise

Senior Graphic Design • UI Design • Design Team Management • Cross-functional Collaboration • Design Thinking • Prototyping • Art Direction • Design Process Tools Development • Process Improvement • Design Principles • SaaS Marketing & Development • Agile • Problem Solving • Brand Systems • International Teams

Work History

2023 to 2023 — Optum
Senior Designer

- Designed Adobe XD systems using components to quickly customize digital graphics to meet clients' needs and branding
- Redesigned & re-branded 30+ "evergreen" complex digital graphics
- Stood up a Digital Asset Management system to organize and share digital graphics and final deliverables, moving from folder-based to keyword-based file organizational structure
- Proactively vetted/implemented Adobe WorkFront as project request/proofing/tracking tool for team
- Inspired content creators—through my design—to create more focused and user-friendly content

2017 to 2023 — VSP Vision
Senior Designer / Art Director

- Created Master XD system for Magnolia 5 template components maintaining brand, and reducing production time and redundancies
- Skinned existing UX designs with on-brand UI design and elements
- Developed master Figma templates for common website pages, mobile banners and digital ads

Contact

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LinkedIn	/jeromyrjohnson
Portfolio	JeromyJ.com

Design Skills

UI Design • UX Design • Conceptual Design • Multi-Platform Design Systems • Multimedia Design • Interactive Experience • Brand Identity • Typography • Web Design • Web/Email Marketing • Tradeshows • Digital Design • Visual Design • Presentations • Prototypes • A/B Testing • Color Theory • Sketching • Layout and Design Principles

Software Skills

Figma • Adobe Creative Suite • Photoshop • Illustrator • XD • After Effects • InDesign • WorkFront • Keynote • MediaEncoder • Digital Asset Management • Miro • Microsoft Outlook, Word, PowerPoint, Excel, SharePoint • PC | Mac

Work History Continued

- Worked closely with UX team to ensure their designs are on brand
- Designed and co-created interactive web experience for social engagement, resulting in the second-highest engagement numbers: 10,000+ products created and 3,800+ Facebook shares
- Designed VSP takeover events for the Sacramento Kings Arena (three technically-specific video ribbons circling entire arena, courtside and jumbotron ads)
- Co-designed VSP's lobby multi-screen interactive display
- Managed and directed junior designers, helped them grow by suggesting improvements and pushing their design thinking
- Worked with internal partners to collaborate on projects to ensure business goals are met through efficient and elegant design

2008 to 2017 — Eyefinity (a VSP company)
Digital Marketing Specialist / Web Designer

- Worked closely with over 2,000 optometry offices to develop and improve their web presence, creating templates, custom graphics, logos and artwork
- Enhanced private-practice optometric websites with graphical, textual and SEO improvements using CMS
- Designed universal templates editing CSS to customize websites
- Lowered website cancellations by researching, vetting, and procuring website builder/template partner to replace aging in-house system
- Managed back-end web and digital marketing systems
- Worked with back-end development teams to enhance product and user experience by integrating customer needs, industry knowledge, and web design skills
- Designed for print/web/email/trade shows and marketing efforts

Other — Franklin Templeton Investments
Software Training Designer / Coordinator

Education

- *UX Bootcamp; The UX Mindset*
- *Master of Fine Arts in Graphic Design;* Academy of Art University
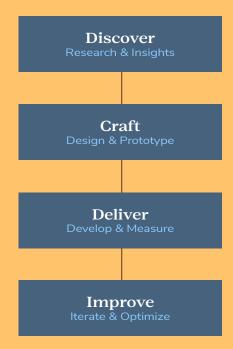- *Bachelor of Science (BS);* William Jessup University

Industries

- SaaS/Cloud
- Product
- Corporate Marketing
- Insurance
- Healthcare
- Eyecare
- Finance
- Consulting
- Sales

References

Available on Request

My Design Thinking

Discover
Research & Insights

Craft
Design & Prototype

Deliver
Develop & Measure

Improve
Iterate & Optimize

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jeromyj.com