

# Laurence Johnson

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Portfolio: [www.laurencejcreative.com](http://www.laurencejcreative.com)

## Summary

I am a skilled graphic designer who is valued for his creativity, relationship-management skills and ability to improve design workflow and processes. Paying attention to the details and being a proactive problem solver, I deliver designs and solutions that are consistently on target and on time.

### Senior Web Designer – Northern Tool + Equipment. 2012 - Present

- Manage a team of designers whose role is to provide compelling promotions for all online environments, providing creative direction and feedback, as well as mentoring and coaching junior designers and interns.
- Oversee all online creative solutions for email, retail website, landing pages, and social media, ensuring designs are creative, engaging, and adhere to branding guidelines.
- Lead efforts in maintaining consistency in brand alignment for omni-channel marketing between advertising, retail and ecommerce departments.
- Collaborate with leadership and cross-functional teams to create marketing strategies and define project requirements.
- Continue to develop and execute COVID-19 responses, through targeted banners, email marketing, and landing pages—hitting 40% growth in this segment.
- Developed marketing efforts to support Milwaukee tools roll out, which hit a \$4 million target two years ahead of projections.

### Senior Designer – Northern Tool + Equipment. 2005 - 2012

- Designed and managed packaging, brochures, catalogs, point-of-purchase, retail signage, and trade show displays from concept through to final production.
- Presented to marketing teams, directed photo shoots, and attended press checks.
- Designed logo, signage, and print collateral for the bi-yearly vendor fair.
- Created and maintained branding guidelines for all in-house brands.

### Instructor – Brown College. 2003 - 2012

- Taught classes in Design Principles, Layout Design, Advertising, Photography, and Adobe Creative Suite for the Visual Communications degree programs.
- Guided a student to win Best Student Award in AIGA MN Design Show.
- Won the Brown College Instructor of the Year award and was a Career Education Corporation Instructor of the Year finalist.

### Lead Designer – Edge Advertising. 2000 -2003

- Coordinated all of the advertising and branding for a 1000-page B2B catalog, which included writing copy, directing photo shoots, and attending press checks.
- Led a team of in-house designers and directed freelance designers.

## Education

### Master of Science in Technical Communication

Metropolitan State University, St. Paul, MN

### Bachelor of Arts with Honors in Product Design & Visual Arts

Manchester Metropolitan University, Manchester, England

### B/TEC Diploma in Graphic Design

Hartford Design Studios, Manchester, England

## Software Skills

HTML

CSS

Adobe CS6/CC

Photoshop

Illustrator

InDesign

Dreamweaver

Content Management Systems

Basecamp Project Management

Jira Project Management

Jira Confluence

Adobe Target

## Design Skills

Creative Direction

Coaching

Email Design & Implementation

Landing Page Design

Logo Design

Brochure, and Catalog Design

Packaging Design

Advertising

Online Banner Promotions

Brand Development

Branding Standards Manuals

Photo Direction

Print Production

Retail Signage/Information Design