



STEPHEN W. JOHNSON

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Profile

I'm a highly creative and versatile Visual/Graphic/Web Designer with extensive expertise in web, visual, and print design. With exceptional collaborative and interpersonal skills, I thrive as a charismatic team player, adept at both written and verbal communication. My proficiency extends to client and vendor relations, where I excel in negotiations and fostering "win-win" partnerships. I'm passionate about crafting innovative visual marketing strategies and campaigns, consistently delivering inventive solutions. Accustomed to thriving in deadline-driven environments, I consistently meet or exceed budget expectations.

Web Marketing Specialist, The Doctors Company Napa, CA 2015-present

- Reviews content for accuracy and quality of information
- Researches, modifies and creates website and web page content
- Maintains competitive analysis of other sites and advises on opportunities for further enhancement and development of web pages
- Provides input on how best to translate copy and graphics direction from other media to the website
- Responsible for achieving uniformity of information and graphic standards per specified branding goals
- Perform other duties as assigned

FREELANCE/CONTRACT EXPERIENCE

Freelance Designer, WebHeadGraphics Oakland, CA 2000-present

- Brainstorm, wireframe, and create mockups for design ideas
- Present concepts to clients and adapt designs based on their preferences or requirements
- Transform client's marketing or informational content into functional website layouts
- Develop or modify images and graphics for website usage, including banner design
- Code websites using HTML, ActionScript, JavaScript, and/or GUI design software
- Establish identity and branding solutions for clients

Senior Graphic Designer, Muskat Marketing Walnut Creek, CA 2013-2014

- Designed logos, direct mail pieces, stationary layouts, and performed photo retouching
- Collaborated closely with clients to understand their vision and conceptualize design requests
- Developed design themes and graphics for marketing and sales presentations

Graphic/Web/Visual Designer, Vezer Family Vineyard Fairfield, CA 2011-2013

- Developed new branding for "Mankas Steak House" (www.mankassteakhouse.com)
- Designed page layouts for both local and national wine publications, including Wine Country and Mutineer
- Managed the design and arrangement of printing output for various advertising print media
- Utilized photography skills to enhance graphic, web, and visual designs

Graphic Designer at Fair Trade Sports in Oakland, CA from 2010 to 2011

- Collaborated closely with the VP of Marketing and Sales to create advertising materials for trade shows
- Designed and distributed promotional pieces to enhance brand visibility
- Created retail marketing advertisement displays specifically tailored for local Costco retailers

Managed Publishing and Design at ATT Concord, CA from 1999 to 2010

- Successfully led and managed a team of over 25 direct reports across 7 branch locations
- Collaborated with General Manager and Marketing team to promote brand presence at professional sports arenas
- Acted as a liaison between Sales, Pre-Print, Advertisers, and Vendors to ensure directory quality assurance and meet publication deadlines
- Designed and prepared 4-color process page layouts for both print and online products
- Exceeded daily product standards consistently
- Conducted interviews and training sessions for new employees
- Presented design concepts to upper management
- Designed various marketing materials

EDUCATION

The Art Institute of California-San Francisco
Associate of Science
Web Design & Interactive Media 2013

California State University Sacramento
Bachelor of Arts
Graphic Design

SOFTWARE

Frame I.O.

InDesign

Logic Pro

Illustrator

Prelude

After Effect

Hub Spot

Mail Chimp

Premiere

Photoshop

Final Cut Pro

Dreamweaver

Microsoft Office

SKILLS

CSS3

HTML

JavaScript

ActionScript

Management

UI/UX Design

Visual Design

Video Camera

Web Design

Mobile App Design

Interface Design

Design Principles

Mac/PC

Training

Photography

Mechanical Drawing