

elizabeth  
**JOHNSON**  
GRAPHIC DESIGNER



585.329.5634



Rochester, NY



elizabethwsjohnson@gmail.com



www.elizabethsjohnson.com

## SKILLS

### EXPERTISE

- Graphic Design
- Art Direction
- Photography & Retouching
- Packaging Design
- Product Development
- Print & Digital Marketing
- Print Collateral
- Logo Development
- Event Planning & Organization
- Attention to Detail

### SOFTWARE

- Adobe Suite: Illustrator, Indesign, Photoshop, Acrobat DC, Premier Pro, Lightroom
- Microsoft Office: Word, Excel, Powerpoint, Outlook
- WordPress, Constant Contact

### AWARDS

- Employee of the Quarter 2019
- RFA Connect ADDY Awards Positive/Negative Magazine  
Gold Award: Collateral  
Silver Award: Interior Spread  
2014

## EDUCATION

### ROCHESTER INSTITUTE OF TECHNOLOGY

BACHELOR OF FINE ARTS,  
GRAPHIC DESIGN  
2010-2014

### OUR LADY OF MERCY

HIGH SCHOOL  
2006-2010

## PROFILE

Creative and multi-talented Graphic designer with 8+ years of experience in branding, marketing, and print design. I am extremely organized, and have always had a passion for design. Whether it's product development, packaging design, or a new brand identity, I love to create a new experience for clients & consumers.

## EXPERIENCE

### IZZO GOLF

2015 - PRESENT

#### GRAPHIC DESIGNER

Lead Designer for IZZO Golf & Callaway Golf. Responsible for all creative aspects.

- Design and produce catalogs, send print ready files and interface with printer
- Manage design projects from conception to production
- Design packaging layouts, instructional manuals, parts diagrams & sell sheets
- Organize all photo shoots, edit photos & process for web
- Design business cards, sales materials, infographics, & promotional products
- Produce e-blasts, posters, ads and signage
- Web creative (banners, homepage art)

### PREMIER PACKAGING

2015 - 2020

#### GRAPHIC DESIGNER

- Planning and execution of seasonal consumer catalogs
- Design logos for customers and create virtual proofs
- Art direct all photo shoots and edit/format all photos
- Design promotional flyers, postcards, and online marketing

### MARKIN TUBING

2016 - 2020

#### FREELANCE GRAPHIC DESIGNER

- Company branding, and advertising
- Created product catalogs, brochures and flyers

### M/BODY ROCHESTER

2015 - 2017

#### FREELANCE GRAPHIC DESIGNER

- Developed creative advertising content for various media including flyers, menus, invitations, business cards, posters & clothing graphics

### FLAUM MANAGEMENT

2014 - 2017

#### FREELANCE GRAPHIC DESIGNER

- Designed & created Offering Memorandums
- Created infographics, advertisements and flyers
- Edited property photos

### MIDTOWN ATHLETIC CLUB

2008 - 2012

#### LIFEGUARD & EVENT PLANNING

- Learned effective verbal communication skills & leadership roles
- Helped to plan and organize club events