



## kelsey johnson

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Linkedin

## experience

### Graphic Designer | Nordstrom Rack

Seattle, WA | May 2018 to June 2020

Executed in-store signage for Nordstrom Rack's locations in the US and Canada. Assisted team members with creation of digital ads, emails, and social posts for the brand. Contributed ideas for seasonal campaign designs. Converted to full-time after six-month contract.

### Graphic Designer (Contract) | Yesler

Seattle, WA | April 2018 to May 2018

Assisted various Yesler marketing teams on various fast-paced projects ranging from twitter image tiles for Microsoft to slide decks for Amazon and Prolifiq. Filled in for another designer on leave for four weeks.

### Production Designer (Contract) | Amazon

Seattle, WA | May 2017 to March 2018

Created graphics for Amazon.com as part of Amazon's in-house graphics production team. Category lead for Softlines division. Trained other designers and managed QA on Softlines and Luxury beauty categories. Designed for English, French, and Spanish placements.

### Marketing Coordinator (Contract) | Lease Crutcher Lewis

Seattle, WA | 2016 to 2017

Assisted in-house marketing team with various design collateral both digital and print. Managed inventory, orders, and transactions for branded apparel. Prepared and tracked gifts for holiday client gift program.

### Junior Graphic Designer | Dapper + Associates

Seattle, WA | 2015 and 2016

Designed various materials for clients across many disciplines from print and packaging to digital and web. Worked with design team to create and adhere to brand standards for companies including Comcast and associated brands, CDK Global and various Seattle apartment buildings and restaurants. Hired after serving in an internship in 2015.

## activities & achievements

### Member & Volunteer | AIGA, Seattle Chapter | 2017 - Present

AIGA Emerge Committee — event planning, networking and design

### Class of 2015 Senior of the Year

WSU College of Arts and Sciences, Department of Digital Technology & Culture

### Best Graphic Design

2015 DTC Departmental Awards

### Passed with Distinction

2014 WSU Junior Writing Portfolio

### Best Stop Motion Animation

2014 DTC Departmental Awards

### Best Animated Film - Jury Award

2014 WSU Independent Film Festival

## core qualifications

Graphic Design

Digital and Print Media Production

Brand Messaging & logo Design

Typography, Color, and Layout

Administrative Abilities

Multitasking and Prioritization

Creative Problem Solving

Collaborative Team Player

Written and Verbal Communication

Bilingual (French) Working Proficiency

## design & technology

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premier, Audition)

Fine Art (various media)

Photography

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)

HTML, CSS

WordPress & Squarespace

## personal traits

Professional

Imaginative

Passionate About Design

Energetic

Interactive

Fast learner

Organized

Exhibits a Ready Sense of Humor

## education

### BA in Digital Technology & Culture |

### Washington State University

Pullman, WA | December 2015

Minors in Communications, Fine Arts, and French Language.

### Study Abroad | CIS Abroad

Paris, France | July 2014

Art History & Painting