

# JAY JOHNSON

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## Experience

### **GRAPHIC/ WEB DESIGNER, FREELANCE — 2001 – PRESENT**

- ▶ Designed and Developed websites: [Taiji Group USA](#), [Northwest Drywall Co.](#), [Gainsville.org](#) and [JEM-Clean](#) using WordPress.
- ▶ Designed Three-panel brochure for Otho Carolina
- ▶ Edited video for TEDx Hickory
- ▶ Re-developed copy for The Elevator Company's home page to improve SEO rank
- ▶ Designed, and made press-ready, print ad campaigns that were included in publications: Radar, Politico, Roll Call, etc.

### **GRAPHIC DESIGNER, FOCUS NEWS — 2018 – 2020**

Designed ads for Focus News, a weekly local magazine in Hickory, NC.

### **WEB DEVELOPER, JACKSON CREATIVE — 2012 – 2020**

Develop WordPress sites for clients: [Team Prism](#), [Fiber & Yarn Products](#), [O'Mara inc.](#), [Catawba Count Partnership for Children](#) and [Attitude Salon](#).

### **EDITOR, THE MESH — 2012 – 2020**

Edited and produced podcasts for [The Mesh](#) network

### **ART DIRECTOR, INFORM, INC — 2005-2012**

- ▶ Layout and design Pet o' Mine and Trends magazine
- ▶ Created supporting websites for Pet o' Mine and Trends magazines
- ▶ Designed Hosiery Tech Center's booth for the MAGIC Show
- ▶ Newsletter design for Hickory Chair and Century Furniture
- ▶ Various photography for advertisements and editorial

## Education

- ▶ The Art Institute, Charlotte, NC — Graphic Design, 2004
- ▶ The Art Institute, Charlotte, NC — Multimedia Web Design, 2003
- ▶ Gaston College, Dallas, NC — Broadcasting, 1988

## Certification

- ▶ Graphic Design & Illustration using Adobe Illustrator CC 2018

## Skills and Technology

- ▶ WordPress
- ▶ HTML
- ▶ CSS
- ▶ jQuery
- ▶ javaScript
- ▶ Adobe Creative Cloud
- ▶ Final Cut Pro
- ▶ Magazine Layout
- ▶ Logo & Branding
- ▶ Brochures
- ▶ Catalogs
- ▶ Newsletters
- ▶ Trade Show Booth Design
- ▶ Photography
- ▶ Audio Production and Editing