



# STEPHEN W. JOHNSON

stephenjohnson@webheadgraphics.com

510-206-9755

## Profile

I'm highly creative and multi talented Visual/Graphic/Web Designer with extensive experience in web, visual and print design. I have exceptional collaborative and interpersonal skills, charismatic team player with well-developed written and verbal communication abilities. I'm vastly skilled in client and vendor relations and negotiations; Accomplished at building and maintaining "win-win" partnerships. Passionate and innovative creator of inventive visual marketing strategies and campaigns; accustomed to performing in deadline-driven environments while meeting or reducing budget expectations.

## FREELANCE/CONTRACT EXPERIENCE (while attending Art Institute)

Freelance Designer, WebHeadGraphics Oakland, CA 2000-present

- ▶ Brainstorm, wire frame and mock up design ideas
- ▶ Present ideas to clients and adjust designs to fit their needs or taste
- ▶ Translate a client's marketing or informational content into a functional website
- ▶ Create or edit images and graphics for website use including banner design
- ▶ Code website using HTML, Action Script, JavaScript and/or GUI design software
- ▶ Create identity & branding for clients

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

- ▶ Design logos, direct mail pieces, stationary layouts, photo retouching
- ▶ Collaborate with clients to create vision and conceive design requests
- ▶ Create design theme and graphics for marketing and sales presentations.

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

- ▶ Created new branding for "Mankas Steak House" [www.mankassteakhouse.com](http://www.mankassteakhouse.com)
- ▶ Designed page layouts for local and national wine publishing: Wine Country and Mutineer
- ▶ Designed and arranged printing output for advertising print media
- ▶ Executed photography skills for graphic, web and visual designs

Graphic Designer, Fair Trade Sports Oakland, CA 2010-2011

- ▶ Collaborated with VP of Marketing and Sales in Trade Show advertising
- ▶ Designed and distributed promotional pieces
- ▶ Designed retail marketing advertisement displays for local Costco retailers

## CORPORATE EXPERIENCE

Manager of Publishing and Design, ATT Concord, CA 1999-2010

- ▶ Successfully directed and managed over 25 direct reports in 7 branch locations
- ▶ Collaborate with General Manager and Marketing to advertise brand at professional sports arena
- ▶ Liaison between Sales, Pre-Print, Advertisers and Vendors to ensure directory quality assurance and publication dead lines.
- ▶ Designed and prepared 4 color process page layouts for print and online products

Senior Layout Designer, Digital Graphic Advantage Oakland, CA 1992-1999

- ▶ Designed and prepared 4 color process page layouts for print and online products
- ▶ Exceeded daily product standards
- ▶ Interviewed and trained new employees
- ▶ Conducted design presentations for upper management
- ▶ Designed marketing pieces

## 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

Flash  
InDesign  
Logic Pro  
Illustrator  
Prelude  
After Effect  
Pages  
Premiere  
Fireworks  
FreeHand  
Photoshop  
Freeway Pro  
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