

**KATHRYN McKAY JOHNSTON**  
*Art Director / Designer / Creative Brain for hire*

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Portfolio: behance.net/kathrynjohnston

*Resume*

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*Every project begins with a problem that needs to be solved, and I strive to come up with the most effective and engaging solution. I love the conceptual process, filling up pages of sketchbooks to hit on just the right idea. And when it comes time to execute that idea, I make sure that it is done well, fulfilling the client's needs while never forgetting the needs of the ultimate audience—the end user.*

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**FREELANCE/CONTRACT EXPERIENCE:**

**Kathryn Johnston Concept & Design**, [behance.net/kathrynjohnston](http://behance.net/kathrynjohnston)

Freelance Designer, 1995-Present

Projects for small business including logos, identity design, print collateral, illustration and web design and site development.

*Recent work:*

- Development and maintenance of website for DMS Organic Salon ([www.dmssalon.com](http://www.dmssalon.com)). The site was built using Drupal content management system to allow frequent updates as needed.
- Designed annual report for AARP Foundation in conjunction with 4-CP, Inc. Adapted AARP's visual standards to create a contemporary design that would showcase the charitable work done by the organization without seeming too costly.
- Design, coding and ongoing maintenance of website for Dawn Kacey Design ([www.dawnkaceydesign.com](http://www.dawnkaceydesign.com)). Built in HTML with CSS, the site conveys the designer's capabilities, methods, and contact information, and also includes a substantial Portfolio section.

**Diggy Dog Creative**, [diggydogcreative.com](http://diggydogcreative.com)

Principal/Design, 2013-Present

Creative collaboration with a freelance copywriter. As a team we strive to deliver the most effective and engaging creative solutions, from small business web sites to large integrated campaigns.

**CareFirst BlueCross BlueShield** (via Adecco, [adecco.com](http://adecco.com))

Contract Graphic Designer, June–August 2013

Worked on-site as contract graphic designer, filling in for staff vacations. Assignment included a variety of print and PDF design projects primarily in Adobe InDesign.

**Confidential Technology Firm** (via Profiles, [careerprofiles.com](http://careerprofiles.com))

Contract Graphic Designer, March–August 2013

Worked off-site as contract graphic design support for corporate identity refresh, redesigning numerous documents within new branding guidelines using Adobe InDesign.

**Havas Discovery** ([havasdiscovery.com](http://havasdiscovery.com))

- Freelance Graphic Designer, February 2013  
Front-end web design for Pearle Vision site relaunch ([www.pearlevision.com](http://www.pearlevision.com)). Using art director's initial page comps and agency wireframes, fleshed out page layouts in Adobe Photoshop for handoff to production vendor.
  - Freelance Art Director, January–February 2012  
Concept and design for mail and email campaign marketing Strayer University.
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**AGENCY EXPERIENCE:**

**Euro RSCG Baltimore** (formerly Brann Blau), [havasdiscovery.com](http://havasdiscovery.com)

Senior Art Director, 2002-2009; Art Director, 2000-2002

- Responsible for concept creation and final execution of direct mail, print and Internet campaigns, and other marketing collateral
- Worked closely with copywriters, production artists, account service and other agency staff to manage multiple projects under tight deadlines
- Clients included Chase, Saab, BMW/MINI Financial Services, Nationwide Insurance, Bermuda Department of Tourism, CareFirst, Roy's Hawaiian Fusion and United Way of Central Maryland

*Key accomplishments:*

- Fully re-designed website for Chase Identity Protection to support nationwide launch
- Won gold ADDY award for United Way of Central Maryland television campaign
- Produced pitch creative for Saab Cars, USA. Client awarded Euro its direct marketing business, and the concept was developed into a major mail campaign

**Pavone** (formerly Knezic/Pavone Advertising), [pavone.net](http://pavone.net)

Graphic Designer, 1996-2000

- Responsible for all stages from concept through production on a variety of advertising and design materials for a range of clients, including retail, senior living, and business-to-business
  - Projects included logo design, identity packages, collateral materials, brochures, sales kits, print ads, outdoor, television and more.
  - Won gold ADDY for logo design, as well as several certificates of excellence from both the Art Directors Club of Philadelphia and the Ad Club of Central Pennsylvania
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**EDUCATION:**

**University of Delaware;** B.Sci. in Visual Communications, Advertising Design; graduated cum laude

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**SKILLS & PORTFOLIO:**

*Agency Skills:*

- Assisting with new business pitches
- Collaborating on strategy development
- Concept development from tissue sketches to fully designed comps
- Presenting & defending work both internally and to clients
- Contracting and art directing outside artists and photographers
- Building comps
- Creating print-ready mechanicals
- Negotiating printing costs and schedules
- Reviewing pre-press and on-press proofs

- Developing digital components with technical teams
- Editing audio and video with production staff

*Computer Skills (primarily Mac OS):*

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, etc.
- Drupal and WordPress CMS
- HTML/CSS
- Microsoft Office Suite
- ...plus anything I can learn on Lynda.com

*Portfolio:* [behance.net/kathrynjohnston](http://behance.net/kathrynjohnston)