

# SYMON JOHNSON

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## ● ABOUT ME

I am a graphic designer from a small town called Durango, Colorado. I use my influences and experiences as both an artist and student to create meaningful work that showcases my passion and creativity. My style in design is a conceptual approach with a combination of retro and modern elements.

## ● EXPERIENCE

### ***Healing Hand Soaps: January - April 2017***

Developed branding identity for soap business. Also developed packaging collateral for small business start up.

### ***Visit Durango: September 2017***

Helped develop and shot video of Durango, Colorado for Visit Duango's social media to promote tourism.

### ***Ska Brewing: October 2017 (Selected Winner)***

Developed and presented social media proposal campaign to drive foot traffic to Ska Brewing's tasting room.

### ***StoneAge Inc: November - December 2017***

Helped develop a marketing strategy to spread the company's social media presence.

### ***Fort Lewis College Human Resources***

#### ***Department: September - December 2017***

Helped develop and present a marketing strategy for health benefit plans. Researched and developed collateral to further promotion.

## ● REFERENCES

References available upon request.

## ● EDUCATION

*Bachelor of Arts in Graphic Design - GPA: 3.4*

*Minor: Marketing*

*Fort Lewis College Durango, CO (2013 - 2017)*

## ● AWARDS & EXHIBITIONS

*Fort Lewis College 55th Annual Juried Show - 2016*

*Fort Lewis College 56th Annual Juried Show - 2017*

*Fort Lewis College Student Invitational - Winter 2017*

*Graphis New Talent Annual 2016 - Merit*

*Graphis New Talent Annual 2017 - Silver*

*Fort Lewis College 2017 Hawk Tank Business Plan Competition - Honorary Mention: Healing Hand Soaps*

## ● SKILLS

Adobe Illustrator

Organization

Adobe Photoshop

Marketing Basics

Adobe InDesign

Teamwork/Leadership

Drawing/Illustration

Communication

Social Media

Logo Design

Typography

Writing

Time Management

Photography

Branding

Problem-solving

Packaging Design

HTML/CSS

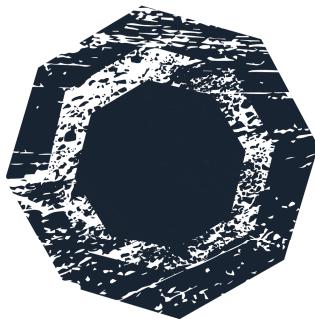
## ● RELEVANT COURSEWORK

*Social Media Marketing*

*Marketing Strategies*

*Digital Marketing*

*Poster Design & Social Justice*



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## • DESIGN PHILOSOPHY

In the contemporary world design runs the world. Design can influence how we think, what we should buy, who we should vote for, or who we should follow. It can cross languages, beliefs, races, age, and gender. Design is flexible because it has the ability to be influential to promote change.

I believe design is not about the material, but rather the thoughts and conceptual processes that make it flexible. How a designer creates a design to explore the possibilities is how a designer should design. The willingness to be a student in one's craft has the potential for an artist or a designer to have a lasting career they can be proud of no matter how difficult or challenging it may become. This process however cannot be free, like a street artist who lives day to day selling their artwork, a designer's work should be valued. Yet, designing to make a profit should not be the sole reason to design.

I believe it is the moral duty of the designer to use their craft to advocate for change. Designing for change should be about giving a voice for those who cannot. When a designer creates, it is their whole identity that is put into a design. That identity is what should be treated as the truth for which a designer should stand by. The truth is power that should not be wasted or exploited because it is the designer's obligation to tell the truth. This truth is what gives design flexibility in the contemporary world that promotes change.