

Portfolio 2024

Alex Johnson

Graphic Designer

Designing brands that tell stories.



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About Me

I'm Alex Johnson, a graphic designer with a passion for creating meaningful and visually engaging designs. Over the past 7 years, I've honed my skills in branding, digital media, and print design, working with clients ranging from small businesses to global enterprises. I believe that great design is a perfect blend of creativity and strategy, and I'm committed to delivering designs that not only look beautiful but also serve a purpose.

Education & Skills:

Education: BFA in Graphic Design, Parsons School of Design

Skills:

Adobe Creative Suite, Branding, UI/UX Design, Typography, Print Design

Interests:

Branding, Visual Identity, Sustainable Design

Project - Branding

Project 1: Craft Spirits Co. Branding

Client: Craft Spirits Co.

Description: Created a full branding package for Craft Spirits Co., a boutique distillery. The project involved logo design, packaging, and brand guidelines. The goal was to develop a strong and authentic brand identity that reflects the quality and craftsmanship of their products.

Visuals: Logo, bottle labels, packaging design, and brand collateral.



Project 2: Horizon Fitness Branding

Client: Horizon Fitness

Description: Developed a dynamic brand identity for Horizon Fitness, a modern gym and fitness center. The design focused on energy, movement, and motivation, appealing to a health-conscious audience.

Visuals: Logo, business cards, signage, and merchandise design.

Project - Branding

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Project - Digital Media

Project 1: TechUp App Launch Campaign

Client: TechUp Inc.

Description: Designed a series of digital assets for the launch of TechUp, a new app aimed at tech professionals. The campaign included social media graphics, email templates, and web banners. The visual style was sleek and modern, resonating with the target audience.

Visuals: Social media posts, email headers, web banners, and app interface mockups.



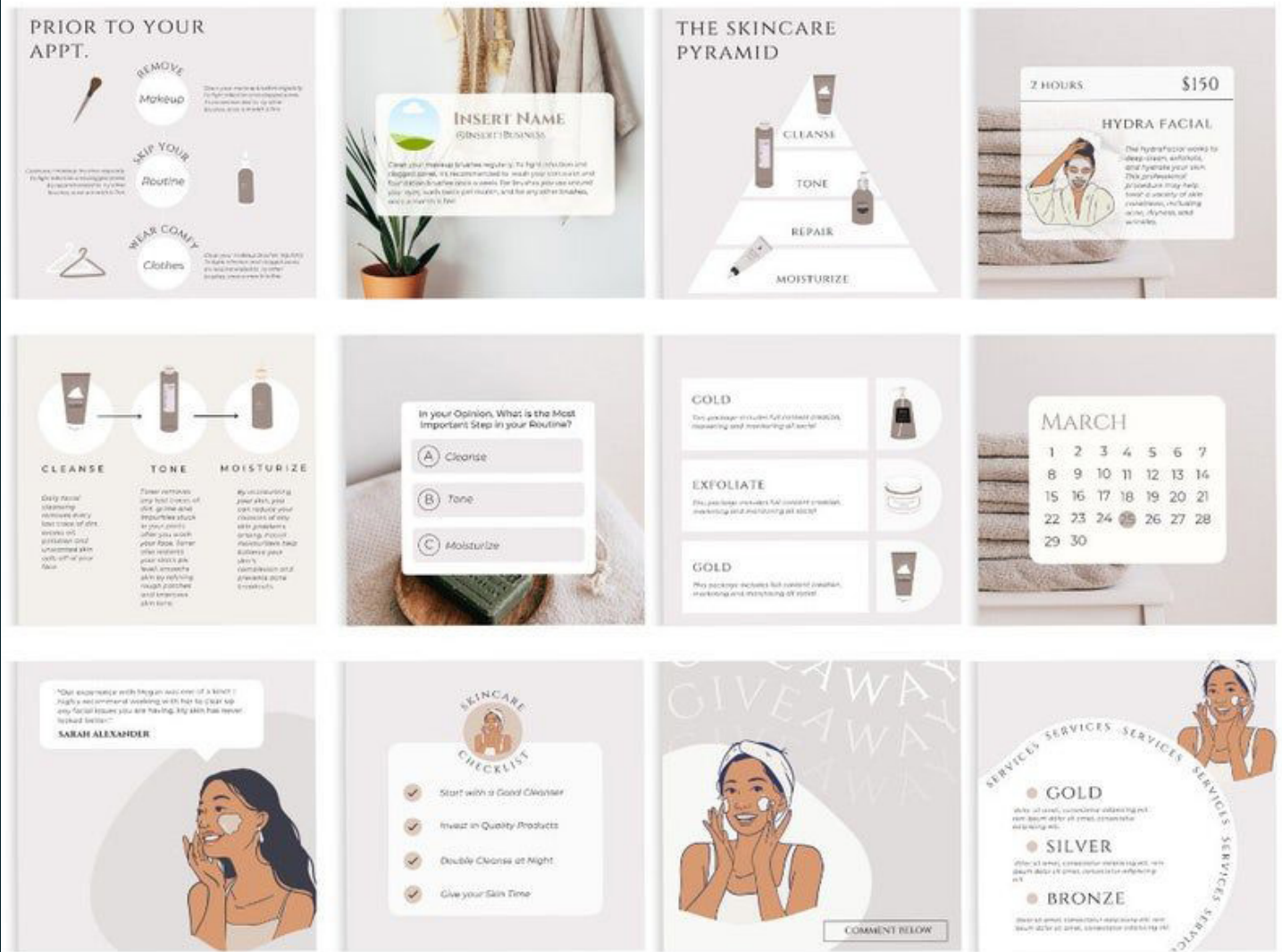
Project - Digital Media

Project 2: Nature's Way Social Media Campaign

Client: Nature's Way Organics

Description: Created engaging social media content for Nature's Way Organics to promote their new line of organic skincare products. The campaign emphasized natural beauty and wellness, using earthy tones and clean design.

Visuals: Instagram posts, Facebook ads, and story templates.



Contact & Call to Action

Let's Work Together

Thank you for taking the time to explore my portfolio. I'm always looking forward to collaborating on new and exciting projects. Whether you're in need of a fresh brand identity, impactful digital media, or stunning print designs, I'm here to help bring your vision to life. Let's connect and create something extraordinary together.



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