

LAKEYA JOHNSON

PORTFOLIO

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PROFILE

Graphic and Web Designer with 6+ years experience seeking a position in the management of the complete design process, from conceptualization to delivery.

Adept in: digital storytelling to bring a vision to life and help my client's brand stand out.

Proficient in: HTML Coding| Photography and Videography | Copy Editing| Youth Empowerment | Branding | Curriculum Development

EXPERIENCE

NYC Department of Correction

June 2016-Present

Recruitment Unit Intern

- Designed, planned and implemented the creative concept for the Youth Explorers Program brochure and information sheet for the Recruitment Unit.
- Developed the visual aspects of the print and advertisement material of the DOC career fair, information cards and brochure.
- Interpreted informational data to be reproduced in graphic form using a variety of computer-driven tools and media.
- Communicated with other Department graphic artists; produced mock-ups and layouts for review to ensure DOC-specific colors, shields and language were adhered to.
- Photographer in selected "brown-bag lunches" with key department leaders to be distributed on the DOC website.
- Maintained familiarity with all related emerging technologies.

Skilled in:

Adobe Create Suite (Photoshop, InDesign Illustrator), Web and Social Media Techniques, RSS and general web 2.0 techniques

Website Design

Software:

WordPress, XHTML/HTML5/CSS, Bootstrap and other web frameworks

Touro College, Department of Web & Multimedia

March-May 2016

Adjunct Faculty Instructor

- Assisted Professor Adrian Deck in teaching graduate and undergraduate students in the specific field of expertise.
- Assisted in running the class activities and ensuring that the syllabus was communicated to hearing impaired students.
- Critiqued student design work.
- Advising students on how to be successful in class.
- Staying updated on innovations within the course field.

Other Proficiency in:

Flash, After Effects, Pro Tools, Final Cut Pro, Microsoft Word, PowerPoint, Visual Studio

Police Athletic League (PAL) NY, NY

August 2014- Present

Evening Program Manger

- Senior graphic designer on print materials, brochures, posters and informative displays for distribution to youth and community stakeholders.
- Created and supervised youth advisory council/ core leadership team (CLT).
- Trained, supported, advised and evaluated young leaders on how to increase their capacity for Advocacy within their communities.

- Designed and implemented several successful creative print campaigns including the talent shows.
- Developed short and long term plans for the PAL program.
- Monitored progress, assured adherence to organizational standards and evaluated performance of Participants.
- Created organizational policies and procedures for implementation.
- Created curriculum for national circulation.

Cheap Cheap Printing **NY, NY**
Graphic Designer

October 2010-August 2011

- Planned and illustrated concepts by designing rough layout of art; determined arrangement, size, type size and style, and related aesthetic concepts.
- Prepared finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors.
- Ensured operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories and evaluating new equipment.
- Completed projects by coordinating with outside agencies, art services, print, etc.
- Maintained technical knowledge by attending design workshops; reviewing professional publications, and participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

Raw International Ministries
 Long Island, NY
Senior Graphic Designer

2012-Present

- Consult with client to plan, design and develop most appropriate visual layout and communication materials for yearly conference to be distributed to 3,000 conference attendees.
- Developed numerous marketing projects (ads, logos, brochures, newsletters, key chains, pens, emails, presentation banners and web advertisement, etc.) and guaranteed that the products exceeded client's expectation.
- Developed creative concept with a focus to brand client's company on all media platforms (book cover design, *Word Network* video production, web ads, etc.).
- Created 5+ projects per month for client based on appropriate graphic design options and their overall marketing goals and budget.

Evangelism Media **NY, NY**
Graphic Designer

February 2010–October 2010

- Interfaced with clients to establish a vision for a product or design.
- Developed creative concept for web pages.
- Designed logos for products and business image.
- Developed signs and environmental graphics.
- Created promotional displays, packaging, and marketing brochures.
- Developed the layout and production design of magazines, newspapers, journals, corporate reports, and other publications.

- Met with art directors to collaborate on design.
- Developed new business contacts.

EDUCATION

Master of Arts in Web and Multimedia (Perusing Mastering)

Touro College, Manhattan NY 2015- Present

Bachelor of Science in Communication Technology

York College, Jamaica NY

(Concentration: Graphic Design)

Associate of Science in Graphic Design

Kingsborough Community College, Brooklyn NY June2014

REFERENCES

Available Upon Request