DARREN JOHNSON

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EXPERIENCE

Esurance
Visual Designer, October 2014 – Present
San Francisco, CA

- Create responsive designs for our main website and landing pages.
- Design and produce assets for various national sponsorship projects including the US Open, Major League Baseball, SXSW, SF Giants, and the 49ers.
- Work on social media campaigns and sweepstakes to boost awareness of our brand.
- Worked on our 2015 Super Bowl sweepstakes, which got about 2.5 million hashtag mentions and 1.5 billion impressions, the second most used hashtag during the Super Bowl.
- Design online display banners, direct mail, and emails.
- Create original illustrations, photographs, and videos.

Ex'pression College/SAE Institute
Graphic Designer, July 2013 – September 2014
Emeryville, CA

- Created designs for advertisements used in magazines, online display banners, and direct mail.
- Designed webpages for the main website as well as landing pages.
- Laid out brochures and course catalogs.
- Created signage used for events.

Indianapolis Monthly Magazine
Freelance Designer, February 2013 - May 2013
Indianapolis, IN

Created a series of map illustrations about great local shops, restaurants, attractions in the area.

Indianapolis Monthly Magazine
Graphic Design Intern, May 2012 – August 2012
Indianapolis, IN

- Designed various illustrations and layouts for articles.
- Helped on photo shoots.
- Cut out photographs in Photoshop for use in spreads.

UC Office of Communications
Graphic Design Intern, June 2011 – May 2013
Indianapolis, IN

- Created branding for student-focused programs and services.
- Designed advertisements for digital signage, web, and print that were used around the IUPUI campus.

EDUCATION

Herron School of Art and Design
Indiana University–Purdue University Indianapolis
BFA in Visual Communication, August 2010–May 2013
Indianapolis, IN

- Worked in teams with real clients to find solutions to design problems.
- Experienced the design process from beginning to end.
- Designed projects using tools and methods to benefit user experience.

SOFTWARE

Adobe CC	Sketch
• Illustrator	Final Cut Pro
• InDesign	Mac OS
• Photoshop	Microsoft Office
• Lightroom	
• After Effects	
• Premiere Pro	

SKILLS

Illustration	Service design
UI	Research
Photography	HTML and CSS
Videography	Branding
Layout	Motion graphics
Typography	Creative strategy