

Jacqueline Johnsson
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Jacqueline is a designer and strategist in Brooklyn, NY. Through observation, conversation, and collaboration, Jacqueline evaluates and designs systems of all scales.

Experience

Designer and Strategist, Tandem NYC (April 2021–Present)

As full-time designer and strategist, supervise projects from ideation to brand launch. Outputs include consistent systems and compelling narratives in a range of print, digital, and motion-design formats, including top-down brand identities, campaigns and websites.

Freelance Designer (May 2018–Present)

Worked for a range of long-term and short-term collaborators, including *Slashed by Tia*, *Type Network*, *FutureFuture*, *Hatfield Group*, and more.

Research and Marketing Intern, MoMA PS1 Artbook (June–August 2019)

Designed signage, merchandise and brochures for the store. Assisted in planning, marketing and documenting lectures and workshops, and wrote reviews for featured artists and writers for Artbook content.

In-house Graphic Designer, Pratt Institute (June–August 2018)

Worked in a fast-paced environment with a diverse communications team of art directors, writers, and photographers to maintain brand consistency across digital and print channels including advertising, print collateral, social assets, motion graphics, and way-finding.

Graphic Designer, DRØME Magazine (July 2017–April 2018)

Multi-tasked on short- and long-term projects with team members, including a full redesign of the brand guidelines and website.

Education

*BFA Graphic Design with Highest Honors,
Pratt Institute (May 2020)*

Awards and Honors

The Outstanding Merit Award (2020)
The Pratt Circle Award (2020)
The President's List (2016-2020)

Skills

Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects, Premiere, Lightroom and more
Prototyping with Figma, Sketch, Invision
Familiarity with HTML and CSS
Project management with Notion, Basecamp, Smartsheet, and more