

LINA JOHANSSON

SENIOR VISUAL DESIGNER

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+ GOOD IDEAS NEVER GO OUT OF STYLE

In my ten years as a designer I have wrangled color, and tamed type – even the most stubborn kerning. I have zipped, scored, and mocked. No publication is safe from my style sheets, photo retouching, and prepress skills. No website is impervious to my extraordinary CSS and HTML code. I translate invisible ideas into tangible objects, and frame language into pictures. I am a dreamer, and a doer. I am a designer.

PAST EXPERIENCE: PROVEN EXPERTISE

SENIOR VISUAL DESIGNER

DreamHost, Los Angeles, CA
May 2016 - present

Took on the lead design role for brand compliance and marketing. Spearheaded the redesign of product and affiliate landing pages to achieve higher conversion rates to meet company acquisition goals. Managed multiple projects through initial concepts, wire-framing, prototyping and mockups to final code implementation with the buy-in from stakeholders.

VISUAL DESIGNER

DreamHost, Los Angeles, CA
September 2013 - May 2016

Aided the roll out of a full company rebrand in 2014 from initial logo concepts to final design solution, including a full overhaul of company website, and all print collateral. Aided in enforcing the new brand over all departments, company events, sponsorships, to ensure design consistency. Managed vendors relationships to promote print quality of all marketing collateral for every conference, sponsorship, and swag give-away.

EDUCATION

Rhode Island School of Design
Providence, Rhode Island
Illustration

Savannah College of Art & Design
Atlanta, Georgia, Graphic Design

QR LINK TO PORTFOLIO



Scan code to view online portfolio. References and additional portfolio samples supplied upon request.
THANKS!

GRAPHIC DESIGN INTERN

Cartoon Network, Atlanta, GA
October 2010 - May 2011

Entrusted with the full layout and design of the official 2010 CNLA TCM annual report. Worked closely with the Project Manager to implement design concepts and production of print material. Created collateral used to promote new network shows and CNLA events. Contributed ideas and concepts for new marketing campaigns to the creative team.

GRAPHIC DESIGNER

Saint Leo University, Saint Leo, FL
November 2006 - March 2009

Combined photography, illustrations, and graphic elements to create and design a wide variety of publications and multi-media solutions. Rolled out new corporate identity for the Office of the President, implemented in annual reports and alumni invitations. Consistently maintained the branding and look of the university with each product. Gave graphic support to all main campus departments and their sixteen learning centers throughout the United States.

AWARDS & EXHIBITS

Silver PromaxBDA Latin American Design Award

Scholarship Rhode Island School of Design

Sketchbook Project 2011
Exhibition- Brooklyn Museum of Art (Permanent Collection)

AFFILIATIONS

Swedish American Chamber of Commerce – Los Angeles

Rhode Island School of Design
LA Alumni Chapter



AVAILABLE FOR
HIRE or **FREELANCE**



*Design for small and big screens

SPECIALTIES: MY FORTE

+ Art Direction	Wireframing, Testing and Prototyping
+ UX/UI	Retouching, Photo Manipulation
+ Branding	Marketing Collateral, Swag & Packaging
+ Photography	CSS, HTML, Git, Jekyll & Wordpress
+ Illustration	
+ Print Design	
+ Typography	
+ Web Design	

SKILLS: MY WEAPONRY



- + Adobe Suites
- + git Revision Control
- + Basecamp/Asana
- + Code Editors
- + MS Office
- + FTP Clients
- + Social Media
- + MAMP

LANGUAGES: HALLÅ DÄR!

