



Taylor Packet Johnson

Multidisciplinary visual designer with a passion for crafting beautiful, human-centered digital experiences.

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WORK EXPERIENCE

Teradata

Visual Design Manager (formerly Interactive Visual Designer) Apr 2023—Present

- Oversees and maintains unified, scalable visual design systems for web, email, and digital campaigns, building on a recent rebrand to create a cohesive foundation of reusable components and templates.
- Brings Teradata's brand to life on the web by combining story-driven photography with brand elements, creating page imagery that feels consistent—adding context and narrative to the people and the technology.
- Provides feedback and guidance to junior designers and collaborate with cross-functional teams and external agencies to deliver design solutions that are on-brand.

Starforge Systems

Lead Visual Designer (Web Experience) Sep 2022—Apr 2023

- Redesigned Starforge's eCommerce site by conducting usability reviews, diagnosing UX/UI pain points, and delivering design solutions.
- Applied user-centered design principles to create a streamlined, visually cohesive interface under tight constraints and evolving business needs.
- Developed and improved UI patterns, ensuring consistent and engaging experiences across digital touchpoints.

University of Notre Dame

Senior Visual Designer May 2022—Sep 2022

- Led the visual design and maintenance of multiple digital channels, ensuring consistent branding, accessibility, and user-focused experiences across web, email, social media, and interaction design.
- Designed and managed high-impact email templates for university-wide campaigns, improving alignment with brand standards and enhancing usability and engagement.
- Mentored campus communications directors and peer designers on inclusive design practices, accessibility, and brand strategy, helping teams deliver more effective communications.

ESTEEM Graduate Program Design Strategy TA

2019—Present

- Instruct UX/UI and core design principles, including user personas, wireframing, and interface design, for student groups (up to six sessions/year).
- Mentor students through hands-on activities and discussions, helping them develop practical design skills and confidence in applying UX/UI concepts.

Visual Designer

Oct 2016—Jul 2022

- Led the redesign of the University website, enhancing visual storytelling, user experience, and accessibility across desktop and mobile platforms.
- Developed and maintained responsive website templates, streamlining design processes and ensuring brand consistency across digital channels.
- Directed Notre Dame's COVID-19 safety campaign, creating accessible communications across social, web, and print under tight deadlines, reaching campus audiences with clear, timely guidance.

SKILLS

Responsive Web Design	Web Compliance & Accessibility
Design Systems	A/B Testing
Creative Direction	Figma
Brand Governance	Adobe CC
UX/UI Design	CMS Platforms

EDUCATION

Sinclair Community College

Associate of Applied Science in Visual Communications, A.A.S.

Fall 2009—Spring 2012