



EMAIL  
**jacob.kim.johnson@gmail.com**

PORTFOLIO  
**wordstosong.me**

LINKEDIN  
**in/jacobkimjohnson**

PHONE  
**(608)790-7675**

LOCATION  
**Los Angeles, CA**

# JACOB KIM JOHNSON

I'm a design, programming, and marketing professional with a passion for all things creative. Having a strong desire for problem-solving, my creativity, thoughtfulness, critical thinking, and collaborative nature have been beneficial as strengths, both personally and professionally. I have worked for organizations that include nonprofits and start-ups, which have given me the distinct ability to examine situations and consider strategies from different perspectives. It has helped me be more open-minded as I figure out the details, while focusing on the big picture.

## EXPERIENCE

**Graphic Designer  
and Web Developer**  
*Self-employed*  
*Aug. 2017 – Present*

- Challenged visual web layout skills by designing and developing user-centric, mobile-first web apps from scratch (using HTML, CSS, and Javascript)
- Created wireframes and mockups of web app designs
- Refined typography execution with font pairings, hierarchy, and spacing
- Refined other aspects of visual design, like color theory and visual hierarchy/spacing
- Designed and created graphics for logos and web content
- Researched ongoing design trends, both in UX/UI and visual composition

**Graphic Designer,  
Web Content  
Coordinator,  
and UX/UI Designer**  
*CBE International*  
*Jul. 2014 – Sep. 2017*

- Helped plan, research, test, and implement website functionality and design to improve user experience for conversion-oriented interface
- Created wireframes and mockups of web pages for updates and redesigns
- Created UX user personas and conceptualized journey maps
- Designed logo concepts for the organization's main brand and blog
- Created graphic images for internal (e.g. web headers) and external (e.g. advertisements) purposes
- Designed and edited printed marketing materials and book covers/layouts
- Coordinated with all departments and developers to ensure brand and visual consistency
- Edited and managed web content with Drupal CMS and HTML/CSS
- Improved social media strategies to be more visual, better suit reader interest, and increase interaction

**Marketing Specialist  
(Contractor)**  
*CATS Software, Inc.*  
*Apr. 2014 – Jul. 2014*

- Experienced Agile methodology with daily meetings and JIRA for project management
- Created icons, graphics, and cartoons as companions to blog articles and social media posts
- Managed social media accounts and helped facilitate conversation for start-up organization
- Wrote industry relevant blog articles to help push organizational narrative voice

**Marketing Intern**  
*High Noon Saloon*  
*Jun. 2010 – Jun. 2011*

- Edited website design to improve clarity of information
- Created graphics for upcoming events to manage and share via social media
- Wrote and edited content for the website, regarding upcoming events

## EDUCATION

**Bachelor of Arts**  
*Luther College*  
*Graduated May 2010*

- Major: Business Management
- Minor: Psychology
- Emphasis: Marketing

**Certificate**  
*Minneapolis Community  
and Technical College*  
*Completed Dec. 2014*

- Graphic Design
- Web Design

## SKILLED WITH

- **Photoshop**
- **Illustrator**
- **InDesign**
- **Acrobat**
- **Sketch**
- **Invision**