

DEVIN JOHNSON

Driven by design, grounded in research, focused on people.

PROFESSIONAL SUMMARY

Designer with 9 years of combined experience in graphic design, UX, and digital production. Proficient in Adobe Creative Suite, HTML/CSS, and CMS tools. Skilled at producing multi-channel creative assets for web, email, print, catalogs, and social media. Strong background in brand consistency, content accuracy, and end-to-end creative production. Experienced collaborating cross-functionally to deliver marketing campaigns that drive engagement and user trust.

SKILLS

Tools & Software:

Figma • Adobe XD • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Premiere • Miro • Principle • FigJam • Webflow • Framer • Zeplin • Notion • GitHub • Storybook • Qualtrics • Google Forms • Mailchimp • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Keynote • Monday.com

UI/Visual Design:

UI Design • Branding • Design Review Process • Component Libraries • Style Guides • Brand Strategy • Color Theory • Typography • Design Systems

UX Research & Strategy:

UX Research • User Testing • Heuristic Evaluation • A/B Testing • Surveys • Competitive Research • Contextual Inquiry • Field Studies • Stakeholder Interviews • User Screening • Affinity Mapping • Persona Storytelling • Empathy Mapping • Journey Mapping • Task Flows • User Flows • Service Blueprints • User Synthesizing • Gamification • Finance Design • Game Design

Interaction Design & Prototyping:

Wireframing • Prototyping • Information Architecture • Interaction Design • Micro-interactions • High-Fidelity Prototypes • Design Patterns • State-Based Interaction Design • Mobile Prototyping • Feedback Loops

Front-End Knowledge:

HTML • CSS • JavaScript • Bootstrap • Semantic HTML • CMS Platforms • Content Staging & Updates

Project & Workflow Management:

Project Management • Effective Communication • Deadline-Oriented • Cross-Functional Collaboration • Remote Workshop Facilitation • Culture Building • Communications & Engagement

Marketing & Campaigning:

Email Campaigning • Social Media Campaigning • Campaign Design • CRM Tools (Mailchimp)

LINKS

Portfolio:

www.devinjohnsondesigns.com.

LinkedIn:

www.linkedin.com.

EMPLOYMENT HISTORY

Head of Brand Strategy (Mar 2025 – Present)

Katie Boyd's Misfit Club

- Lead brand development for client businesses, developing positioning, messaging, and visual identity systems aligned with target audiences and growth goals.
- Launch new brand identities from concept to execution, including logos, design systems, and comprehensive brand guidelines.
- Advise on UX strategy and digital experience, guiding usability, structure, and user-centered best practices across web and brand touchpoints.
- Manage client relationships and project timelines, ensuring clear communication, on-time delivery, and alignment between brand strategy and business objectives.

Senior Graphic Designer (Nov 2021 – Present)

Mid-Ohio Regional Planning Commission

- Direct design and production across digital and print platforms, ensuring consistent brand identity.
- Design and produced web graphics, email templates, and social media content that increased engagement by 16%.
- Manage cross-functional design requests, meeting deadlines while providing accuracy and consistency.
- Created visually engaging social media assets and email templates that boosted overall engagement by 16% between 2022 and 2024.

Project Lead, UX Design Team – Contract (Jun 2025 – Aug 2025)

PeopleGrove

- Directed the end-to-end UX process for a dashboard redesign, increasing task completion clarity by 40% through user research, journey mapping, prototyping, and usability testing.
- Built and produced a lean design system under a two-week timeline, reducing developer handoff time by 30% while maintaining consistency across typography, colors, and interaction patterns.
- Enhanced user confidence by streamlining flows and adding confirmation states, cutting hesitation points observed in testing by 50% and improving overall task success rates.

Lead UX Designer, Financial Product Team – Contract (Jun 2023 – Jul 2023)

ArboHQ.com

- Designed and produced user-centric interfaces and streamlined user flows for a financial platform.
- Conducted usability testing and translated results into actionable design improvements.
- Delivered production-ready assets and prototypes on schedule, enhancing user satisfaction.

UX/UI Designer – Fellowship (Nov 2022 – Apr 2023)

Springboard

- Collaborated on live startup projects producing digital interfaces and user flows.
- Conducted usability testing and iterated prototypes to improve usability.
- Delivered assets across multiple platforms, aligning with business and user needs.

Senior Graphic Designer (Feb 2021 – Nov 2021)

Bath & Body Works

- Created and implemented print production for global stores, ensuring cohesive visual presentation.
- Partnered with marketing and visual teams to execute large-scale seasonal campaigns.
- Ensured creative accuracy and consistency across multiple production channels.

Graphic Designer I (Aug 2017 – Mar 2020)

Kotis Design

- Produced high-volume print and digital assets, optimizing designs for various production methods.
- Managed end-to-end workflows for client campaigns, reducing turnaround time with standard templates.
- Ensured accuracy and brand consistency while delivering ahead of schedule.

EDUCATION

Bachelor of Science, User Experience Design (2025 – Completed)

Western Governors University

UI/UX Design Certification (2023 – Completed)

Springboard UI/UX Design Career Track

PeopleGrove

Led UX/UI design and research, including wireframes, prototypes, and project management for a mobile career development platform.

ArboHQ

Delivered UX/UI solutions for a financial SaaS web platform, simplifying workflows, streamlining accounting processes and enhancing user experience.

Sync Mobile Dating

Designed onboarding and matching flows; conducted user and competitive research to improve engagement.

Streakfit Mobile Fitness Community

Developed interactive mobile features to foster online health and fitness communities.

Tinytales Mobile Library

Designed and built an engaging children's reading platform with illustrated story interfaces.