I am a committed and passionate designer with experience and interest in 3 areas. Through my work in human-centered research for smart home technology and security start-ups, I've developed a deep interest in user experience research and design, developing insights that drive successful design. As a designer I've enjoyed working with clients on branding and identity to create a bridge to customers and improve the customer experience through meaningful design. My work in layout and publication has inspired me to create engaging user experiences that lead users through a compelling, intuitive journey to understanding information.

Noah Johnson

noah@cmu.edu   203 520 4256   noahjohnson.com

EDUCATION

Carnegie Mellon University
Bachelor of Design (bDes)
May 2018

EXPERIENCE

Identity Designer | *UChicago SUPERgroup, 2017—present*
Responsible for creating branding and identity for new University of Chicago education & research lab at whose focus is on usable privacy and security.

Researcher | *Human Computer Interaction Institute, 2016*
Worked as part of a collaborative team as researcher, co-author and designer for HCII to publish "Design and Evaluation of A Data-Driven Password Meter". This paper received a "Best Paper" award at ACM CHI 2017, the premiere conference for Human- Computer Interaction. Lead Designer of user experience for user-centered privacy and security systems created for an international bank.

Freelance Designer | *Westport, Connecticut, 2012—present*
Built own freelance business to develop branding for several local businesses. Created identity packages, promotional material, wordmarks & package design.

Graphic Designer | *Graphish Studio, Stamford, Connecticut, 2014—2015*
Collaborated with a team of designers to develop and execute high-impact print ads, infographics, package design & promotional media for Fortune 500 Consumer Goods clients such as Dove, Starbucks, Covergirl & American Express.

Designer, Videographer | *NAYAN, 2016*
Created a series of promotional videos that were used to successfully raise capital for this start up focused on smart sensor technology for elderly care.

Researcher | *Brown University, Computer Science Graduate Program, 2016*
Worked as part of a collaborative team to organize, conduct and compile insights for user fieldwork research to identify opportunities to apply smart home technology that addresses core human activities and needs.

ACTIVITIES

Tartanhacks
CMU's largest hackathon, created compelling new branding & identity as Lead Designer.

Lunar Gala
CMU's legendary "Fashion Show" involving collaboration across all creative disciplines, Board Member & Visual Designer.

inter·punct
CMU's Architecture Journal, Branding & Identity Designer, Filmmaker & Digital Projections.

The Cut Magazine
A student-run monthly music publication at CMU. Rethought and rebuilt the publication with new layout, modular grid, type styles and image treatment.

SKILLS

Design:
Ideation
Storyboarding
Prototyping
Rapid Iteration
Design for Print
Photography
Video Production
User Experience
Human-Centered Research

Creative Tools:
Adobe CS
Sketch
Adobe After Effects
Final Cut Pro