

Tyler L. Johnson
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Award winning designer with 19 years of professional experience developing graphic languages and brand systems for startups, medium sized and global brands. Extensive experience creating conceptual campaigns and assets for multi-platform user centered solutions. Able to work across digital, identity, social & print platforms. Highly proficient in graphic design, style guides, branding, creative direction, typography, imagery and content marketing. Also highly capable with UX design, wireframes, prototypes, mobile development and user research. Expert with Adobe Creative Cloud, intermediate HTML & CSS. Mac user. No drama.

Education

UX Design immersive from General Assembly, Austin 2016

MA in Communication Design from ESAD Matosinhos, Portugal 2014

BFA in Communication Design from Parsons School of Design, NYC and Paris 2001

WORK EXPERIENCE

Korn Ferry lead designer 2019 - Current

Responsible for all visual output of Brand, Marketing & Communication team of RPO (Recruitment Process Outsourcing) at Korn Ferry. This role works closely with dozens of Fortune 100 & Fortune 500 companies to develop HR materials, campaigns, value propositions and more. Roles include graphic design, branding, advertising, art direction of photoshoots and activation of global accounts.

Freelance sr. graphic designer 2018 - 2019

Working for several agencies and small businesses, provided design & branding services for the technology, financial & entertainment industries.

DeLaune & Associates art director 2016-2018

Creative lead for pioneering tech company providing extensive infographics and interactive editorial documents for IBM Security, Cloud & Blockchain, Siemens and Atos. During my time with Delaune I won multiple platinum and gold awards that elevated the agencies prominence in diverse business and technology markets.

Gartner/Software Advice visual designer 2015-2016

Lead designer for 165+ employee technology company that provides information about software platforms for prospective buyers. Duties included the creation and implementation of natively digital responsive assets for the marketing team. Work included web and brand guideline creation, asset development for social media campaigns, core templates, infographics, web mockups, grids/spacing, and CSS styles for all typography. My role worked closely with UI/UX designers, front end developers and project managers to create wireframes, digital assets and prototypes. Position reported to Taylor Stockwell, Vice President of Marketing.

Nomad Ink creative director 2004-2018

Co-founder and lead designer of internationally recognized studio working for a diverse client base delivering print & web design, brand management, custom type and identity. Extensive digital graphic production and corporate communication.

Academy of Art University adjunct faculty 2008-2011

Taught graphic design in online MFA program. Primary classes were visual literacy and making ideas visible, in addition to design history and type forms.

Quantum Leaps creative director 2002-2011

Created and implemented visual communication for women's business organization including corporate identity, monthly newsletter and campaigns.

Freelancer mid level designer 2001-2004

Working in Washington D.C. and NYC, I did significant work at Aquent, Diesel, National Public Radio, Smithsonian, and others.

Health and Human Services junior designer 2001-2002
Design & production of posters & brochures in fast paced inhouse department.

Art Directors Club NYC design intern 2000-2001
Created in-house design work, including posters, menus, infographics, digital content creation, website maintenance & collateral materials.

Realty Information Group imaging specialist 1999-2000
Intensive use of Photoshop, scanning & retouching for Fortune 500 company.

M I S C .

Languages

English (American) native
Portuguese (Brazilian) fluent

Other

Taught Jr. Studio at St. Edward's University in Austin, TX 2018
Judge for 10th Brazilian Graphic Design Biannual 2013
Speaker at UNOESC University, Santa Catarina, Brazil 2010
Speaker at Positivo University, Curitiba, Brazil 2010
Design research project, asia.nomadink.com 2008
Speaker at TMDG 7, Mar del Plata, Argentina 2008
Speaker at NDesign 16, Brasilia, Brazil 2006
Design research project, europa.nomadink.com 2005
Teaching design courses to Brazilian students 2004-2011
ISIA/Werkplaats workshop participant in Urbino, Italy 2012
Participant in workshops with APFEL, Andrew Halsam, Andrew Howard, Armand Mevis, Emile Remelhe, George Hardie, Hamish Muir, Ian Noble, Jean Batiste Leve, Jessica Helfand, Jonathan Barnbrook, Karel Martens, Leonardo Sonnoli, Lucy Roberts, Martin Conreen, Maureen Mooren, Rico Lins & Tony Brook 2007-2015
Attended design conferences: Icograda '04, DNA2 Type '05, Atypi '05, Ndesign '06, Pixelshow '06, TMDG '07, AIGA XCD China '08, TMDG '08, TMDG '09, TMDG '10, 3ET '12, GetSet '14, 5ET '14, AI4GA '2016, First Round ATX '19
Portuguese to English translations for Communication Arts & Tupigrafia Magazine

Published

AN/B Publisher	Interior Pop	RE:D Magazine
ABCDesign Magazine	Master Class, Frame	Tupigrafia Magazine
Artbyte Magazine	Modern Luxury	Typespaces Book
Capricho Magazine	Package & Design	Where Curitiba Magazine
Computer Arts Brazil	Magazine	Writer's Carousel
Eye blog	Pli Magazine	Zeixs Book
Ginko Press	Pocket Publication	

Exhibited

Coexistence, Porto 2013
The Unknown Designer, Porto 2012
Deforma, Brazil 2012
Meeting Point, Porto 2012
Christmas Bizarre, Porto 2011
Wonka Bar, Brazil solo show 2009
Burning Down Babylon, Brazil 2009
Kitchenette, Brazil 2006
Lamb, Brazil solo show 2005
Perpetual Motion, D.C. 2002
Selam, D.C. 2001
Amerika Multiwerks, NYC 2000
Centre d'Art Microscopique, Paris 1999