

david l. johnston

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www.davidljohnston.com

Creative, forward-thinking design professional with over 20-years of experience producing award-winning solutions. Direct experience with print and new media products. Thrives in a deadline-driven environment while always exceeding customer expectations. A hands-on leader with excellent interpersonal skills. Interested in a long-term position with an organization that values dedication and creative vision.

core competencies

Creative Direction	Commercial Printing
Graphic Design	Budget/Contract Management
Staff Supervision/Mentoring	Global Outreach
Social Media/Internet	Written Communications
Strategic Planning	Resilience/Adaptability

professional experience

Graphic Design

- Created eye-catching covers, graphics, and page layouts for monthly print magazine
- Launched online, interactive magazine and downloadable apps for mobile devices
- Customized digital video and audio content for online distribution
- Designed collateral materials supporting a capital campaign and anniversary gala
- Established an online presence for corporate international division
- Developed award-winning print materials for recruiting and franchising groups

Program Management/Operations

- Instituted a social media strategy and supervised the office's online presence
- Oversaw printing costs, resulting in being under budget for five years in a row
- Secured contracts for a \$1.5 million direct mail program
- Founded an in-house graphic design team, reducing agency expenditures
- Presented at management meetings and annual conferences

Vendors/Media Relations

- Led monthly meetings and press inspections with printing vendors
- Supported international offices in seven countries with multiple local languages
- Directed media coverage and volunteers activities for major events
- Represented and promoted the organization in media interviews

career progression

Art Director

U.S. Department of State

May 2003 – Present

Washington, DC

Direct the visual structure of State Magazine with compelling design for all printed and online products. Responsible for creative direction and execution of eleven issues per year.

- Design unique page layouts and graphics for use in production of the magazine
- Digitally-enhance images submitted by photographers and agencies
- Produce online content for the magazine's social media outlets
- Assist staff members in the conceptualization of story ideas
- Oversee the prepress and proofing processes before final approval
- Supervise printing contract execution, including quality control inspections
- Develop graphic materials in support of other offices

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professional experience continued

Director of Marketing and Communications

National Law Enforcement Officers Memorial Fund

June 2001 – May 2003

Washington, DC

Managed the organization's communications portfolio. Provided creative direction in support of the organization's goals. Responsible for the quality of all materials produced internally and by vendors.

- Worked closely with department heads to interpret and solve their marketing needs
- Developed creative materials including newsletters, catalogs, postcards, and brochures
- Collaborated with staff to develop promotional opportunities for donors
- Maintained productive relationships with members of the local and national media
- Managed the activity of product vendors, web developers, and freelance photographers
- Provided technical support for in-house computer network

Senior Graphic Designer

Metromedia Restaurant Group

May 1999 – April 2001

Plano, TX

Served as lead designer for an in-house design team supporting four restaurant brands. Responsibilities included management of team members and oversight of the day-to-day workload.

- Designed and produced advertisements, logos, menus, and training materials
- Oversaw the development and daily activities of the design staff
- Enhanced digital product images for color accuracy
- Reviewed and approved production proofs of all materials with vendors
- Developed an efficient in-house digital archiving system

Marketing Coordinator

Pritchett and Associates Publishing

May 1998 – April 1999

Dallas, TX

Worked with the creative director to develop highly original, persuasive sales campaigns. Managed the development and implementation of international direct mail programs.

- Created innovative packaging materials, flyers, and order forms
- Monitored sales and inventory to forecast production requirements
- Updated and prepared digital files before final release to printer

Graphic Designer/Webmaster

Jackson Hospital

August 1995 – April 1998

Montgomery, AL

As a member of the public relations team, served as primary graphic designer of printed materials. Provided innovative solutions through a broad range of techniques.

- Created newsletters, magazine advertisements, brochures, billboards, and signage
- Developed complex forms, annual reports and medical publications
- Collected, edited, and programmed content for use online
- Organized special events for hospital staff members

education, associations and technical skills

Huntingdon College

Montgomery, AL

Bachelor of Arts, Fine Art

May 1997

Member of Society of Publication Designers, American Institute of Graphic Arts, National Association of Government Communicators, and National Association of Photoshop Professionals

Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Premiere, and Acrobat), QuarkXPress, and Microsoft Office. Highly skilled using HTML and CSS programming languages