



SUMMARY

Experienced creative and innovative art director, who brings brand awareness and successful results to any project.

TECHNICAL PROFICIENCIES

Photoshop, Illustrator, InDesign, Dreamweaver, Strata Studio Pro, Poser, Premiere, After Effects, Quark Xpress, Microsoft Office, Word Press, HTML, CSS and Mac OS, Windows operating systems. Vast knowledge of computers and trouble shooting files and programs.

PROFESSIONAL EXPERIENCE

Rare Essence, LLC - Eden Prairie, MN
Art Director

2016 - Present

Being the sole art director of an essential oils company has its unique challenges. Upholding brand identity while working in a crowded environment is something that is very rewarding. Whether it be creating packaging for a new line of products, tradeshow booths, conceptualizing a store display or refreshing the website, presenting Rare Essence as a beautiful brand is very enriching. Working with vendors and clients - keeping the budget and projects on track while achieving excellent results.

- Redesign 2019 perfume packaging - brand new fresh look and feel.
- Created a new line of essential oil packaging for 2017-2018 Massage Envy line.
- 2017, 2018, 2019 Rare Essence Aromatherapy annual catalog - entails new product photography, new layout, new theme, new design.
- 2017, 2018, 2019 tradeshow displays, which gathered fantastic foot traffic and sales. This look carried over to our annual catalog and web, which was very well received.
- Packaging, in-store displays, tradeshow, catalogs, website, vendors, clients and budgets, designing through completion - on a daily basis.

NeverFade Design - Eden Prairie, MN
Freelance Contractor

2015 - 2016

Working for various clients as a freelance designer creating retail packaging, point of sale displays, tradeshow booths, support literature, traditional and digital illustrations, email blast graphics and more. Projects entail everything from concept through prepping files for print or web.

- GEM Minneapolis: Updating and creating a fresh look for toothbrush packaging. Refreshing Quantum Labs logo. Creating a brand guideline and color palette. This new look will be used throughout the client's entire line of toothbrushes as well as their website and catalog.
- N-Flatables: Designing mailers, both printable and email blasts, targeting markets previously untouched. N-Flatables creates a wide range on inflatable slides, jumpers and games.
- Wind Logics / Focus Energy: Conceptualize and design annual tradeshow booth for the Distributech show. This entailed conceptualizing a fantastic way to showcase what Focus Energy is all about, telling a graphical story on each of the 4 walls, while the actual software is running on 3 giant displays. Designed supporting materials including email blast graphics, mailers, sell sheets, give aways and animation loops. The show was an absolute success.
- The Airtex Group: Designed an end cap showcasing for an initial in-store review. This entailed a photo shoot, as well as positioning Airtex products in a consumer oriented fashion.

Honeywell - Golden Valley, MN
Art Director / Senior Retail Graphic Designer**2008 - 2015**

Creating consumer retail packaging, literature and POP displays, showcasing Honeywell's retail line of thermostats, humidifiers, door chimes and more - keeping the Honeywell brand paramount at all times.

- Collaborated within the marketing group to conceptualize and create fresh new retail packaging designs. By unifying the die lines throughout and using craft packaging for the low end packages, this saved the company over \$2M in annual savings.
- Positioned the chimes category to encompass all products in a consumer friendly in-store display, showcasing the designs and sounds for each.
- Managed outside vendors nationwide to deliver graphical displays and packaging for channel reviews and trade show booths with on time delivery and within budget.
- Created hundreds of in-store displays for many different retailers including Home Depot, Lowe's, and Menards.
- Created video animations and graphics to be used for digital devices including web and landing pages for specific product demonstrations.
- Redesigned the Honeywell humidifier 2014 packaging for an updated look. Successfully implemented across 10 SKUs in over 10,000 stores in North America.

Wagner Spray Tech - Plymouth, MN
Art Director**2000 - 2008**

Conceptualized, designed and produced packaging, litho labels, POP displays, product literature, logos and labels. Directed photo shoots, worked with internal and external clients and vendors to raise amazing awareness of the Wagner Spray Tech name.

- Positioned the Wagner Spray Tech name to be front and center - creating uniformity throughout the products. Large clients requested unique packaging, and while that was granted - Wagner branding was paramount within the category.
- Redesigned the retail paint sprayer packaging to tell a good, better, best story which would be easily conveyed to the consumer with compelling photography and graphics.
- Created a new line of contractor spray packaging under the Twin Stroke and Titan names that increased sales by 2x.
- Designed product logo treatments to be used in a variety of mediums including print and digital.

EDUCATION**The School of Communication Arts - Minneapolis, MN**
Graphic Design Graduate**2 Years****Mankato State University - Mankato, MN**
Fine Arts**1 Year****Normandale Community College - Bloomington, MN**
Fine Arts**2 Years****AWARDS**

2004 Wagner Spray Tech Presidential Award

2005 American In-house Design Award presented by Graphic Design USA Magazine

2006 American In-house Design Award presented by Graphic Design USA Magazine

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