Alan Johnson
Senior Designer
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Hello, I'm Alan

I work on a wide range of projects with a focus on illustration and web design. I blend my artistic intuition with strategic goals, working to make each project not only compelling but functional. My approach thrives on navigating the creative unknown where I explore ideas, guiding them from initial concepts to final products.

Experience

CHEN DESIGN ASSOCIATES   2016–PRESENT
Senior Designer

Advanced from junior to senior designer, gaining a broad skill set across illustration, UX/UI, and brand development. As a senior designer, illustrator, and art director, I have:

- Created 200+ custom illustrations and 1,000+ design iterations, enhancing brand identity for diverse clients.
- Led UX strategy and UI design, collaborating with cross-functional teams to ensure cohesive, user-centered designs for both web and print.
- Presented design solutions directly to stakeholders, adapting feedback to deliver results aligned with business goals.
- Developed marketing campaigns and graphics that resonate with audiences, driving engagement and brand loyalty.
- Mentored junior designers on best practices for typographic hierarchy and UX/UI design, elevating team standards.

FREELANCE DESIGN   2016-PRESENT

- Some projects include designing labels and custom typography for Alta Marfa Wine, logo design for Artolution, and custom illustrations for Wild World Festival.

STRAVA, SMULE   2014-2016
Intern & Junior Brand Designer

- Collaborated on marketing campaigns, pitch presentations, and in-app graphics, contributing to brand cohesion and digital engagement.

Skills

STRENGTHS

- Illustration, branding, typography
- Marketing campaigns: digital campaigns, print production, and animation
- Cross team collaboration with stakeholders, copywriters, strategists, and developers
- UX/UI design: user-centered design, accessibility, design systems, prototyping

TECHNICAL EXPERIENCE

- Design tools: Adobe Creative Suite (Ai, Ps, Ae, Id, Xd), Figma, Procreate, Glyphs
- Visual AI tools: Midjourney, ChatGPT, Adobe, Meta Ai, Stable Diffusion
- Web development: WordPress, HTML, CSS, JavaScript and PHP
- Presentation tools: PowerPoint, Keynote, Google Slides

Education

CALIFORNIA COLLEGE OF THE ARTS
BFA, Graphic Design
2012-2016

RHODE ISLAND SCHOOL OF DESIGN
Painting and Drawing
2008-2010