



STEPHANIE JOHNSTON



artist. designer. creative.

RECENT WORK EXPERIENCE

FLUENT CANNABIS CARE - Senior Designer/ Design Manager **Apr 2020 - PRESENT**

- Lead and direct internal creative teams, designers, copywriters, freelance creatives, and external partners to ensure brand consistency, exceptional design quality, and content relevance.
- Strategize and execute marketing campaigns for brand collaborations, new products, promotions, events and services across all digital platforms and printed media.
- Ideate, develop, and design new products, accessories, and merchandise.
- Oversee social media content strategy, ideation and execution across Instagram, Twitter, Facebook, and LinkedIn.
- Direct and oversee all photo and video shoots.
- Lead the design and development of websites and marketing collateral across multiple regions, optimizing user experience and ensuring brand consistency throughout every touchpoint.
- Led the design and execution of a major packaging re-design of 23+ products.
- Created and launched several new subbrands with unique design styles and creative approaches while ensuring all subbrands ladder up cohesively to the brand's primary aesthetic guidelines.

FLUENT CANNABIS CARE - Graphic Designer **Feb 2019 - Apr 2020**

- Planned and executed the company's major re-brand in 2019, which included a complete overhaul of product packaging, e-commerce website, social media, print materials, merch design, and retail stores.
- Created the design styles for several new sub-brands with differentiating services and products and subsequently launched them with dedicated creative marketing material.
- Developed creative assets for digital marketing campaigns, including email, web design, social media, and paid advertisements.
- Designed and prepared print files for marketing materials, including brochures, postcards, educational posters, magazine ads, retail signage, and event materials.
- Collaborated regularly with senior management on key projects to develop corporate presentations.
- Managed and maintained relationships with key vendors for print, merch, and retail design.

PLANT THE FUTURE - Designer & Project Manager **July 2017 - Feb 2019**

- Managed and assisted in the design of biophilic design projects, including interiorscaping, botanic art, green walls, preserved plant murals, plant design, and all other installations.
- Created product renderings and visual presentations of design concepts.
- Designed web, print, and retail marketing material while directing external partner creative applications to ensure brand cohesiveness.
- Created CAD floor plans, elevations, 3D models, and shop drawings for production.
- Created, developed, and implemented project management processes, forms and tasks for all departments to maintain transparency, work seamlessly together and deliver accurate collective results.
- Managed and delivered projects within budget, timeline, and scope, coordinating with vendors, developing cost analysis, and overseeing installations nationally and internationally.
- Developed autonomous pricing tools for B2C and B2B moss art and wall products.

SECTIS DESIGN - Lead Designer **May 2015 - July 2017**

- Designed, developed, and produced new products for company portfolio, including decorative art pieces and designed wall coverings.
- Supervised the execution of all marketing, including social media, web, and print.
- Photographed and edited products and production processes for web and social media.
- Created CAD/CAM files for production and operate CNC machines.
- Improved marketing/sales processes through market research and analysis of operations.

EDUCATION

Nova Southeastern University - B.A. Graphic Design **Class of 2015**

- Marketing Minor.
- Dean's list recipient and James Farquhar Award recipient: recognizes one student for scholarship, leadership, and service excellence.

Parsons New School for Design (New York, NY) **Summer 2010**

- Design management, Summer Intensive Studies Program

CONTACT

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PORTFOLIO

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SKILLS

Graphic Design
 Creative Direction
 Print Design
 Packaging Design
 Web Design
 Brand Development
 Project Management
 Leadership
 Marketing Strategy
 Photo-editing
 Copyediting
 Photography
 Drawing/Painting
 Illustration

SOFTWARE

Adobe Illustrator
 Adobe Photoshop
 Adobe InDesign
 Adobe Lightroom
 Adobe XD
 Wordpress
 Hubspot
 Basecamp
 Monday.com
 Rhinoceros
 Microsoft Office
 Mac/PC

LANGUAGES

English
 Spanish