

Becky Johnson

SENIOR GRAPHIC DESIGNER

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BeckyJohnsonDesign.com

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Offers 14 years of graphic design experience in print and digital production with a Fortune 500 company. Engaged internal directors and designers to maintain brand standards, brainstorm ideas, and push designs creatively across multiple advertising channels, that boosted sales to record numbers.

COMPETENCIES

Page layout	Excellent communication skills	Photoshoot direction
Typography	Branding and identity	Process Improvement
Email design	Multi-tasking	Marketing Collateral
Photography retouching manipulation	Time management	Team Leadership & Training
Web and Social media advertising	Concept Development	Design Direction

WORK

SENIOR GRAPHIC DESIGNER – QUAD (ON-SITE CONTRACTOR TO ACADEMY SPORTS + OUTDOORS) 2018-PRESENT

As one of the longest-term graphic designers at Academy Sports + Outdoors, has invaluable experience working with a wide range of clients, art directors, designers, copywriters, and ad specialists daily. Previously the lead designer for the print circular, joined the E-mail team due to Academy's pivot towards digital advertising in 2021. After some personnel downsizing, now is the sole designer responsible for initiating and organizing roughly 70 emails a month.

Demonstrates a comprehensive understanding of print processes and web production with expertise in preparing and delivering files for distribution across multiple channels including:

Weekly circular	Social media	Web graphics
Email	Billboards	Event collateral
Store signage	Coupon and brochure mailers	Truck wraps

Helps lead the implementation of Academy's quarterly guideline updates by building templates for production designers and cross-checking that designs stay consistent throughout. She is able to interpret an artist's vision and "run with it", needing minimal direction.

GRAPHIC DESIGNER – IVIE & ASSOCIATES (ON-SITE CONTRACTOR TO ACADEMY SPORTS + OUTDOORS) 2017-2018

Responsibilities in insert grew to acting as a lead designer and backup to insert manager. Also began insert file prep and delivery to mass printer. Was assigned more side projects including store signs and event posters to support Academy's marketing team.

Due to strong organizational skills and can-do attitude, took ownership of the most complex and significant pages within the weekly insert: licensed pages. This seasonal page is highly targeted, with each version featuring product of local sports teams across Academy's footprint. This task had been notoriously difficult for past designers, but Becky streamlined the process and this page is always a top performer in sales.

GRAPHIC DESIGNER – ACADEMY SPORTS + OUTDOORS 2011-2017

Joined Academy Sports + Outdoors as a Layout Artist for the weekly circular. Began with designing interior pages, but soon was regularly assigned the insert covers as well. Has now designed the vast majority of insert covers for over 10 years. Was promoted to Graphic Designer in 2015.

TECHNICAL SKILLS

Adobe Photoshop	Adobe XD	PowerPoint
Adobe Illustrator	Adobe Acrobat	WorkFront
Adobe InDesign	Adobe Premiere Pro	Microsoft Suite

RECOGNITION

Stewie Award - Issued by Ivie & Associates - OCTOBER 2018

This award was awarded monthly to a nominated employee who demonstrated a leadership role with their team regarding the culture of the company and encouraged others to achieve their personal best

EDUCATION

Bachelor of Fine Arts, Graphic Design and Advertising – SAM HOUSTON STATE UNIVERSITY

Associate of Arts, Graphic Design – LONESTAR COLLEGE - CYFAIR