



# Kyle Johnston

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## Key Skills Overview

### 8—15 years of experience

- Creating responsive websites with HTML, CSS and JavaScript
- Web and UX team management, including design, research, frontend, and content roles
- Educating clients on the benefits of user-centered design and UX principles

### 15+ years of experience

- Creative leadership in both in-house and agency environments
- Adobe Creative Suite, including Photoshop, Illustrator, and InDesign
- Hands-on design, including visual, web and UX

## Professional Experience

### Director of Creative @ Vista Outdoor ▪ OCT 2016—JUN 2017

- Led and inspired teams of designers, copywriters, photographers, and videographers across multiple US offices to create impactful communications for Vista Outdoor's 50 brands, including packaging, brand development, advertising, trade show materials, digital content, and production of a top-rated TV series.
- Worked closely with the Web and Digital Creative Manager to align cross-team priorities, processes, and tools to ensure a consistent user experience across advertising and marketing channels.
- Led the visual evolution of nine brands, including defining the strategy and project goals, hands-on design of concepts, research and reporting on implementation costs, leading presentations to executive leadership and internal partners, and creating brand guidelines templates to ensure consistency of implementation across creative services teams.
- Worked with Vice Presidents of Marketing, business unit directors, and managers of marketing, brand, and trade marketing to develop launch strategies and tactics for 130 new product introductions.
- Managed a \$2.7M budget, comprised of staffing, equipment, travel, and supplies.

### Director of Creative @ DEG ▪ APR 2015—OCT 2016

- Led and inspired a team of full-time and freelance interactive designers, art directors, copywriters, and UX designers across two offices to create breakthrough integrated marketing and advertising for a diverse range of clients and brands.
- Worked closely with the UI Team Lead to align team workflows, technical approaches, and toolsets. When developing client websites, this resulted in more efficient handoffs between the design and UI teams, shortened project timelines, and improved client engagement and satisfaction.
- Worked directly with the CEO to evolve the agency's brand and personally executed hands-on design of all business collateral, both print and digital.
- Regularly met with project managers and a traffic coordinator to proactively manage team resources, track priorities and implement process improvements.
- Supported sales efforts with detailed project estimates, which included defining resource needs, project timelines, and external vendor costs.

## Professional Experience (continued)

### **Creative Director @ Garmin** ▪ MAY 2012—APR 2015

- Led a team of 50 talented creatives in concepting, developing, and producing Garmin's integrated communications, including advertising campaigns, product packaging, in-store merchandising, and the Garmin.com web design, content, and user experience.
- Led the design and development of Garmin's mobile-optimized ecommerce platform in 10 countries, resulting in a 258% year-over-year increase in sales from smartphones.
- Hands-on design of wireframes and user flows for mobile apps and ecommerce experiences.
- Organized market research and focus groups to test advertising concepts and presented findings and recommendations to executive teams.
- Worked with Account Services, Marketing, and Engineering to translate detailed product development plans into strategically focused creative briefs, establish project timelines, deliverables and budgets.

### **Creative Director Web & Digital @ Garmin** ▪ JAN 2008—MAY 2012

- Led Garmin's web, interactive, and video teams, responsible for creating Garmin's on-screen communications, including online, broadcast, and in-store media.
- Successfully proposed the creation of Garmin's Web UX team then recruited and hired UX designers, writers, developers, and researchers. We designed and developed user-centered experiences and content for the company's ecommerce platform, customer support, an online fitness community, and more.
- Hands-on design, frontend development, and performance reporting for marketing landing pages, B2C and B2B web content, and ecommerce pages and user flows.
- Collaborated with our newly-developed innovation group to create an ideastorm-style internal website, which enabled all Garmin employees to share and discuss ideas for new products, features, and services.

### **Web Marketing Manager & Designer @ Garmin** ▪ APR 2004—JAN 2008

- Managed the team responsible for the overall design and user experience of Garmin's web presence, including hands-on design and frontend development of the website, marketing landing pages, interactive product demos, and microsites.
- Led the first major redesign of Garmin.com, moving from a tables-based layout managed with desktop software to a CSS-based layout managed in a centralized CMS, integrated with an ecommerce platform. After launch, we translated and localized the content in more than 20 languages and used analytics, user research, and multivariate testing to continually improve the web experience.
- Worked with a small team, including the Vice President of Communications, to evolve the Garmin brand. Deliverables included a redesign of the corporate logo (still in use today), new business collateral, website design, advertising templates, and more.

### **Creative Director @ ASE Group** ▪ 2003—2004

### **Art Director / Team Manager @ Midwest Graphics** ▪ 2001—2003

### **Graphic Designer @ Reliable Automotive** ▪ 1999—2001

### **Graphic Designer @ Midwest Graphics** ▪ 1997—1999

### **Graphic Designer @ Powerhouse Graphics** ▪ 1996—1997



## Professional Organizations

American Advertising Federation Kansas City  
Board of Directors

Vice President of Membership • 2014—2016  
Corporate Membership Chair • 2014—2015

AIGA KC

Board of Directors

Web Communications Chair • 2011—2013

Johnson County Community College

Dean's Advisory Board • 2010—Present

Interactive Media Advisory Board • 2006—Present

## Professional Speaking

Panel Moderator:

“Freelance vs. Agency vs. Corporate”

AAF-KC Spark KC Career Conference • Nov 2015

Speaker: “Herding Cats”

Federal Reserve Bank - Web Developers,

Editors & Designers Conference • Sep 2015

Speaker: “Product Design and Creative Process”

Kansas City Design Week • Feb 2010

## Education & Certifications

Google Mobile Sites Certification • Jun 2017

The University of Utah

David Eccles School of Business

Finance for the Non-Financial Leader • Feb 2017

University of Missouri-Kansas City

Bloch School of Management

Senior Leadership Development Program • 2014

Johnson County Community College

Undergraduate degree (A.A.S)

Communication Design • 1997

## Awards

Gold American Advertising Award (Regional)

Garmin YouTube video series • 2015

Gold American Advertising Award (Regional)

Garmin Outdoor interactive microsite • 2009

National American Advertising Award Nomination

Garmin Outdoor interactive microsite • 2009

