



Kyle Johnston

Creative Leader & Designer ▪ kyle@flow14.com ▪ kylejohnston.com ▪ 913-707-7442

Key Skills Overview

8 – 15 years of experience

- Leading client-facing pitch meetings, creative workshops, and brainstorming sessions
- Using strategy, insights, and analytics to inform design and creative strategy
- Designing and developing responsive websites with HTML, CSS, and JavaScript
- Cross-functional career path development, including team mentoring and coaching

15+ years of experience

- Leadership of creative teams in both in-house and agency environments
- Hands-on design for traditional and digital mediums, including web design, UX, and UI
- Branding and visual identity development, including creating brand guidelines and assets
- Adobe Creative Suite, including Photoshop, Illustrator, and InDesign

Professional Experience

Owner, Principal Designer ▪ flow14 ▪ JUL 2017 – Present

flow14 is an independent branding and design studio that specializes in helping clients connect with their audiences through thoughtfully designed communications, including websites, branding, and more.

- I work directly with a range of clients—including nonprofits, businesses, and political groups—creating breakthrough branding and communications through user-centered design and creative strategy.
- Designing and developing responsive websites using HTML, CSS, and JavaScript, with extensive experience developing and maintaining websites using CMSs like WordPress.
- Consulting on digital creative strategy, including research, presenting findings and recommendations, and creation of assets, templates, and training materials.
- Logo design and brand strategy, including creating business collateral and style guides.

Director of Creative ▪ Vista Outdoor ▪ OCT 2016 – JUN 2017

Vista Outdoor is a leading designer, manufacturer, and marketer of consumer products in the outdoor sports and recreation markets with a diverse portfolio of brands, including Bushnell, Camelbak, and Giro.

- Led and inspired teams of designers, copywriters, photographers, and videographers across multiple US offices. We created impactful communications for Vista Outdoor's 50 brands, including packaging, brand development, advertising, trade show materials, digital content, and a top-rated TV series.
- Created and implemented a company-wide creative brief. As part of the implementation, I led training sessions for Marketing and Sales associates across five US offices and created on-demand training materials and guidelines to encourage consistent usage and implementation.
- Developed and executed integrated product marketing strategies and tactics for 130 new product introductions by working with Vice Presidents of Marketing, business unit directors, and managers of marketing, brand, trade shows, and product development.
- Collaborated 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.
- Managed a \$2.7M budget, comprised of staffing, equipment, travel, supplies, and vendors.

Professional Experience (continued)

Director of Creative ▪ DEG ▪ APR 2015 – OCT 2016

DEG is one of the fastest-growing digital agencies in the country, combining strategy, creativity, and technology to create impactful, data-driven marketing, advertising, and ecommerce solutions.

- Led a team of full-time and freelance interactive designers, art directors, copywriters, UX designers, and videographers across two offices. We created breakthrough integrated marketing and advertising for a diverse range of clients and brands, including AMC, Hallmark, Helzberg, and more.
- Directly contributed to winning new business, including two of the biggest accounts in the history of the agency, by leading creative, creative strategy, and research for new business pitches.
- Developed a strategic planning process, in collaboration with Director of Client Services and Strategy Directors, that helped transform the business from a professional services firm to an integrated agency.
- Supported team development through mentorship, career path planning, and skills training. This led to the creation of photography, videography, and animation roles, and increased revenue for the agency.

Creative Director ▪ Garmin ▪ MAY 2012 – APR 2015

Garmin is the global leader in GPS navigation and wearable technology—delivering innovative products across diverse markets, including aviation, marine, fitness, outdoor, and automotive.

- Led a team of 50 talented creatives in concepting, developing, and producing Garmin's integrated communications, including advertising campaigns, videos, product packaging, in-store merchandising, events, and the Garmin.com design, content, and user experience.
- Worked with stakeholders in marketing, sales, and engineering to translate product development plans into strategically focused creative briefs and establish project timelines, deliverables, and budgets.
- 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.

Web & Digital Creative Director @ 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.
- 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 innovation group to create a WordPress-based, 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.
- Worked with a small team, including the Vice President of Communications, to evolve the Garmin brand. Deliverables included a redesign of the corporate logo, website design, ad templates, and more.

Professional Experience (continued)

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

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

