

## KYLE JOHNSTON —

### CREATIVE LEADER & DESIGNER

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## // SKILLS —

### // 7 - 14 Years of Experience

- Leading client-facing pitches, 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 of digital media, including web design and user experience (UX)
- Brand and visual identity design and strategy
- Adobe Creative Suite, including Photoshop, Illustrator, and InDesign

## // EXPERIENCE —

### // FLOW14 —

// JULY 2017 - PRESENT

// OWNER, PRINCIPAL DESIGNER

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

- Design memorable branding and communications for nonprofits and startups by applying a unique blend of user-centered design and creative strategy.
- Create impactful responsive websites using tools like WordPress as well as creating bespoke websites with HTML, CSS, and JavaScript.
- Drive audience growth, reach, and impact by consulting on digital creative strategy, including research, presenting findings and recommendations, and creation of assets, templates, and training materials.

### // VISTA OUTDOOR —

// OCTOBER 2016 - JUNE 2017

// DIRECTOR OF CREATIVE

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

- Designed impactful communications for Vista Outdoor's 50 brands by directing and inspiring teams of designers, copywriters, photographers, and videographers, distributed across multiple US offices.
- Orchestrated 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.
- Reduced project costs and errors and improved project workflows by consolidating project tracking systems and introducing a company-wide creative brief.

## // DEG —————

// APRIL 2015 – OCTOBER 2016

// DIRECTOR OF CREATIVE

*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.*

- Directed a team of on-site, distributed, and freelance interactive designers, art directors, UX designers, copywriters, and videographers. We created innovative digital marketing and advertising for a range of clients and brands, including AMC, Hallmark, and more.
- Overhauled the agency's brand by working directly with the CEO and personally executing hands-on design of print and digital sales and marketing collateral.
- Secured new business – including two of the biggest accounts in the history of the agency – by leading creative and creative strategy for new business pitches.
- Accelerated new revenue growth along with the transformation of the agency by partnering with the Director of Client Services and Strategy Directors to create a proprietary strategic planning process.
- Boosted agency revenue and added new creative services through team development, including mentoring, career path planning, and skills training.

## // GARMIN —————

// MAY 2012 – APRIL 2015

// CREATIVE DIRECTOR

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

- Directed a team of 50 cross-functional creative pros, who conceptualized and created Garmin's integrated communications, including advertising campaigns, videos, product packaging, in-store merchandising, events, and the Garmin.com design, content, and UX.
- Drove a 258% year-over-year increase in sales from smartphones by leading the design and development of Garmin's mobile-optimized ecommerce website in 10 countries.

- Improved the quality, timeliness, and impact of 60 – 80 annual product launch campaigns by working with stakeholders in marketing, sales, and engineering to convert complex product development plans into strategically-focused creative briefs with clear project timelines, deliverables, and budgets.

## // GARMIN —

// JANUARY 2008 – MAY 2012

// WEB & DIGITAL CREATIVE DIRECTOR

- Directed Garmin's web, interactive, and video teams, who created all of Garmin's on-screen communications including the corporate website, product microsites, ecommerce catalog, video, and in-store media.
- Founded and recruited Garmin's Web UX team – growing it from zero to a team of more than 10 highly skilled UX designers, copywriters, researchers, and developers.
- Hands-on design, frontend development, and performance reporting for marketing landing pages, B2C and B2B web content, and ecommerce pages and user flows.

## // GARMIN —

// APRIL 2004 – JANUARY 2008

// WEB MARKETING MANAGER & DESIGNER

- Fostered a cross-functional creative team and controlled the overall design and user experience of Garmin's web presence, including hands-on design and frontend development of the website, marketing landing pages, and online store.
- Coordinated the first major redesign of Garmin.com, moving from a tables-based layout managed with desktop software to a CSS-based layout controlled by a centralized CMS and integrated with an ecommerce platform.
- Collaborated 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.

## // EDUCATION & CERTIFICATIONS —

Google Mobile Sites Certification

The University of Utah David Eccles School of Business

Finance for the Non-Financial Leader

University of Missouri-Kansas City, Bloch School of Management

Senior Leadership Development Program

Johnson County Community College

Undergraduate degree Communication Design