

KYLE JOHNSTON

DESIGNER

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KEY SKILLS & TOOLS

DESIGN: Web and Print, Branding, User Experience (UX), UI, Wireframing and Prototyping, Design Strategy, Campaign and Content Development

DEVELOPMENT: HTML, CSS, JavaScript, PHP, Processing, React, TypeScript

TOOLS: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Keynote, Figma, Sketch, InVision, GitHub, WordPress, HubSpot

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 using strategically smart, results-driven-design.

- Utilize creative strategy and user-centered design principles to produce impactful branding and communications for startups and growing businesses.
- 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 creative strategy, including research, presenting findings and recommendations, and creation of assets, design systems, presentations, and training materials.

STAY ALFRED

APRIL 2019 – OCTOBER 2019

SENIOR DESIGNER

Stay Alfred offers upscale travel apartments in the world's best downtown neighborhoods.

- Concept and design a range of marketing materials for both digital and print applications using tools like Adobe Creative Suite, Sketch, and Figma.
- Design and frontend development for StayAlfred.com using React and TypeScript.
- Design and development of HubSpot-based emails and landing pages.

VISTA OUTDOOR —

OCTOBER 2016 – JUNE 2017

CREATIVE DIRECTOR

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.
- Drove 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 designing brand guidelines.

DEG —

APRIL 2015 – OCTOBER 2016

CREATIVE DIRECTOR

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 e-commerce solutions.

- Directed a team of on-site, remote, 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.
- Secured new business – including two of the largest 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.
- Worked with the CEO to rethink and redesign the agency's brand and pitch materials.

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 e-commerce 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, e-commerce 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 e-commerce 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 e-commerce 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 —

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 in Communication Design