KYLE JOHNSTON ———

DESIGNER
kyle@flow14.com
913-707-7442
Portfolio: kylewjohnston.com

KEY SKILLS & TOOLS ———

DESIGN: Product design, user experience (UX), wireframing and prototyping, web and print, branding, campaign and content development, design strategy

DEVELOPMENT: HTML, CSS, JavaScript, PHP, React

TOOLS: Figma, Adobe Creative Suite, Keynote, WordPress, GitHub

EXPERIENCE ———

ETSY
JULY 2021 – PRESENT
STAFF PRODUCT DESIGNER

- Work with cross-functional product partners in engineering, research, analytics, and product management to define product strategy and design experiments to optimize consumer-facing experiences across Etsy's website and native apps
- Utilize cutting-edge tools and techniques – including AI and ML – to drive measurable business outcomes in a fast-paced collaborative environment

FLOW14
JULY 2017 – JULY 2021
OWNER, PRINCIPAL DESIGNER

- Utilize creative strategy and user-centered design principles to produce impactful branding and communications for startups and growing businesses
- Drive audience growth, reach, and impact by consulting on creative strategy, including design, design systems, research, and presenting findings and recommendations

STAY ALFRED
APRIL 2019 – OCTOBER 2019
SENIOR DESIGNER

- 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

VISTA OUTDOOR
OCTOBER 2016 – JUNE 2017
CREATIVE DIRECTOR

- 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

- Directed a team of on-site, remote, and freelance interactive designers, art directors, UX designers, copywriters, and videographers
- 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 and agency capabilities by partnering with cross-functional peers 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

- Directed a team of 50 cross-functional creative pros, who concepted and created Garmin's integrated communications, including advertising campaigns, videos, product packaging, in-store merchandising, events, and the Garmin.com design, content, and UX
- 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

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 *(CONTINUED)*
APRIL 2004 – JANUARY 2008
WEB MARKETING MANAGER & DESIGNER

- Managed a cross-functional creative 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, 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 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

ADDITIONAL EXPERIENCE
SEPTEMBER 1996 – APRIL 2004
DESIGNER & ART DIRECTOR

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