



*Don't be afraid to take a big leap if one is indicated.  
You can't cross a chasm in two small jumps.*

—DAVID LLOYD GEORGE

# Kim Johansen

SENIOR GRAPHIC DESIGNER

VISUAL DESIGN FOR WEB & APPLICATIONS,  
USER INTERFACE AND INTERACTION DESIGN

MY OBJECTIVE IS SIMPLE...

**TO BE REMARKABLE.**

I AM AN EXPERIENCED VISUAL DESIGNER AND MULTI-DISCIPLINARY ARTIST DEDICATED TO CRAFTSMANSHIP, SMART ELEGANT DESIGN AND LIFELONG LEARNING. THE CHALLENGE OF CREATING ORDER OUT OF CHAOS GIVES ME GOOSEBUMPS (EDWARD TUFTE IS MY HERO). MY GOAL IS DESIGN THAT BALANCES BEAUTY WITH USABILITY AND BLENDS CREATIVITY WITH LOGIC. *I'm passionate about understanding how things work because I believe that successful design starts with research, exploration, and asking questions* - USER EXPERIENCE GOES BEYOND CREATING ATTRACTIVE DESIGNS. I'M LOOKING FOR A PLACE WHERE MY CONTRIBUTION WILL MAKE A DIFFERENCE, AND I'M READY TO TAKE THE NEXT LEAP FORWARD...

ONLINE PORTFOLIO HERE: [WWW.BLACKDOGDESIGN.COM](http://WWW.BLACKDOGDESIGN.COM)

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# LIVING

IS A FORM OF NOT BEING

SURE, NOT KNOWING

WHAT NEXT OR HOW.

THE MOMENT YOU KNOW

HOW, YOU BEGIN TO DIE

A LITTLE. THE ARTIST

NEVER ENTIRELY KNOWS.

WE GUESS. WE MAY BE

WRONG, BUT WE TAKE

LEAP AFTER LEAP

IN THE DARK.

—AGNES DE MILLE

## SKILLS & EXPERIENCE

### Web and User Interface:

- visual design for user interface, website development, internet-based applications, mobile applications
- interaction design and application of HCI principles
- user research, personas, and testing using rapid prototyping
- wireframes and prototyping using InVision, balsamiq, paper (sketching)
- information architecture
- experience collaborating with software developers in an agile environment
- Photoshop, Dreamweaver, Fireworks, Illustrator, InVision, balsamiq, HTML and CSS

### Print:

- design and production of large and small projects including annual reports, corporate identities, trade books and book covers, posters, brochures, textbooks, magazines, billboards, packaging, tradeshow displays and booths, signage, newsletters, advertising campaigns, and other marketing materials
- design and creation of new brand identities; implementation and interpretation of existing branding guidelines
- design and production of complex documents in both French and English
- Quark XPress, Photoshop, Illustrator, InDesign

### Leadership & Project Management:

- team and personnel management, proposal writing, process documentation
- organization and implementation of complex projects, including store design and interior design

### Jewellery Design & Metalsmithing: [www.kimberlyjohansen.com](http://www.kimberlyjohansen.com)

- design, illustrate and create designs for one-of-a-kind artworks
- multiples such as medals and products lines
- technical skills: soldering and construction techniques such as repoussé, chasing, stone setting, piercing, raising and forming, wax carving, casting, etching, finishing & polishing, vitreous enamel, resin, woodcarving
- Rhino 3D CAD software

### Store & Interior Design:

- retail experience design, fixture and cabinet/shelving design, colour, flooring, traffic patterns, signage
- package design, branding & production of design manual

### Typography:

- deep knowledge in the use of typography for visual communication, including the correct implementation of hyphenation rules, kerning, grids, and other factors affecting readability and document cohesion.

### Teaching Skills:

- hands-on teaching experience - from young teens to mature students
- experienced in training and supervision of junior designers

### Misc:

- printmaking; woodcarving; sculpture; pattern design; fibre arts; writing; wearable art



## WORK experience

### INDEPENDENT CONTRACTS AND PROJECTS

- **CGI Group Inc:** work with developers in agile environment to design the User Interface for Field Data Capture software (*Production Volume Reporting*); icon development
- **Capital Health Region:** [www.informalberta.ca](http://www.informalberta.ca); work with stakeholders and developers to design the User Interface for Alberta's province-wide on-line health services directory; icon development
- **Public Affairs Canada:** [www.publicaffairs.ca](http://www.publicaffairs.ca); design & production of informational website
- **IT for Dev:** [www.itfordev.com](http://www.itfordev.com); design & production of corporate identity; design marketing website
- **Alberta College of Art + Design:** Extended Studies Instructor - *Introduction to Silversmithing for Teens*; Teaching Assistant.
- **Agile-Modbus:** logo design & identity package
- **Lighten-up Productions:** book design & production; corporate identity
- **AERO (Alternative Education Resource Organization):** design & production of book cover
- **Jessica Kingsley Publishing:** design & production of trade book covers for publisher based in London, England. *Ongoing*
- **Sentient Publishing:** [www.sentientpublications.com](http://www.sentientpublications.com); design & production of book covers and interior layouts; design & production of website for Colorado-based publisher. *Ongoing*
- **Hazel Gillespie Community Leadership Award:** design of silver award medalion
- **VoicesInMetal:** website design & production for online gallery
- **Pureform Salon:** salon design - fixtures, layout, colours, flooring, lighting and display systems
- **Planet Organic:** corporate identity (*Planet Organic Health Corp*), website and marketing materials; retail identity development (*Planet Organic Market*); website; store design (fixtures, layout, colours, flooring, lighting, signage, display systems); all marketing collateral including newsletters, ad campaigns, instore signage.
- **eboomerang:** logo development & corporate identity package; powerpoint presentation

### EDUCATION:

- **Bachelor of Fine Arts with Distinction (BFA)**, Jewellery and Metals Major, *Alberta College of Art + Design (ACAD), Calgary, AB*
- **Graphic Design**, *Grant McEwan College, Edmonton, AB*
- **Journalism**, *Lethbridge Community College, Lethbridge, AB*



## WORK experience

- **Rocket Ventures:** online & print marketing materials for annual Charity Poker Events
- **Orsus Solutions:** design & production of corporate brochures; tradeshow exhibit materials and display signage
- **Telseon:** website design
- **Jophiel Design:** logo development & corporate identity package; marketing materials; website design
- **A Ladybug, Patisserie:** logo development; retail signage
- **Twigs & Company:** logo development & corporate identity package; website design; advertising materials including store signage and billboards; store design
- **Salusa Glassworks:** design & production of book covers and interiors
- **Veterinary Healing Arts:** logo development & corporate identity package
- **Duval House Publishing:** design & production of trade books and educational textbooks in french & english; logo development and corporate identity; marketing materials
- **Hohm Press:** design and production of book covers and interiors; CD artwork
- **ASP Technologies:** website design
- **Venture Group (ad agency):** website design for *Alberta Milk Producers, Nevada Bob, Banff Caribou Properties, Converge, Navigator Compass Grass*
- **Keith Zukiwski Psychological:** corporate identity; print-based marketing materials; website design & production
- **Terra Natural Foods:** store design - fixtures, layout, colours, flooring, lighting, display systems, signage; print-based marketing materials.

taste is the enemy of creativeness —PABLO PICASSO

### WORK HISTORY

- **ALBERTA COLLEGE OF ART + DESIGN**  
**Extended Studies Instructor:** *Introduction to Silversmithing for teens* - plan out curriculum; provide written instructions in addition to demos and guide hands-on learning; teach students the basic skills essential to working with various metals - including safety practices, soldering, annealing, piercing, filing, forming and raising, riveting, and roller-printing.
- **ARTSOURCE INC.** *Mountain View, CA*  
**Senior Graphic Designer/Interactive Designer:** Work on a contract basis to design and produce print and online marketing materials.
- **SE COMMUNICATIONS,** *San Francisco, CA*  
**Senior Art Director/Graphic Designer:** Work on a project basis to implement launch plans developed for new companies; develop corporate identities and marketing collateral, flash demos, intranet and web sites.



## WORK history

- NOOSH, *Menlo Park, CA*  
**Art Director/Interactive Designer:** Provide print, web and design support for Marcom group with high level creative input and direction; assist in developing the creative aspect of future *Noosh* branding endeavors; work with the Marcom team to build out and explore concepts that take the *Noosh* brand through its evolution; apply them to print and digital materials; grow the look and feel to reflect the *Noosh* brand and message, and ensure all aspects of the *Noosh* identity belong to a cohesive package – both in print or digital formats; establish an in-house design resource; bring conceptual and design work for complex projects and campaigns inhouse; oversee work being completed by junior level design and production personnel; teach junior level designers new skills; build relationships with designers in Engineering and Support to ensure consistent presentation of *Noosh* brand at all levels.
- BROWN COMMUNICATIONS GROUP, *Calgary, AB*  
**Senior Art Director:** *Contract position.* Design and production of annual reports, websites, brochures & posters; strategize, present, and implement new marketing campaigns & collateral.
- MERLIN CREATIVE GROUP, *Calgary, AB*  
**Senior Designer:** Design and produce annual reports, corporate identities, ad campaigns, websites.
- PARALLEL STRATEGIES, *Edmonton, AB*  
**Project Manager/Senior Designer:** Oversee development of Alberta tourism website ([www.explorealberta.com](http://www.explorealberta.com)); design and produce online magazine (*Travel Alberta Today*).
- J. TANG & ASSOCIATES DESIGN, *Edmonton, AB*  
**Senior Designer:** Package design for *Best Western* brand.
- HOTSPUR DESIGN, *Edmonton, AB*  
**Senior Designer:** Interface, graphic design and production for real estate websites; logo development; training of junior designers.
- OZ NEW MEDIA, *Edmonton, AB*  
**Director, Design Department:** Design lead on intranet learning project (Project C.O.O.L.); conceive and develop human interface for online learning technologies aimed at K-12 users; trial tested interfaces in over 200 schools in Texas and in Great Britain with British Telecom; develop corporate identity packages and and collateral, including displays and signage; supervise and train junior designs & illustrators.
- PIÈCE DE RÉSISTANCE TYPOGRAPHY & DESIGN,  
*Edmonton, AB*  
**Art Director/Senior Designer:** Design and produce printed materials, including displays, posters, brochures, logos corporate identities, trade books and educational textbooks in both english and french, magazines, billboards, packaging, newsletters, advertising campaigns. Responsibilities included: managing jobs from pre-press to final press-proof; dealing directly with clients; art-directing photo-shoots; trouble-shoot and prepare files directly to film; hire, train, and supervise junior artists/designs; manage job flow and production to meet budgets and deadlines.