

tjohnson227@gmail.com
9087705567
www.timjaydesigns.com
Bradley Beach, NJ

TIMOTHY JOHNSON

SENIOR INTERACTIVE DESIGNER



PROFESSIONAL SUMMARY

Senior Interactive Designer with over 10 years of experience in creating visually stunning and engaging user experiences. Demonstrated ability to transform client requirements into innovative and impactful designs. Strong attention to detail and a proven track record of delivering results. Passionate about creating designs that not only meet client expectations but also exceed them. Skilled in utilizing creative thinking and problem-solving skills to deliver high-quality designs that drive user engagement and satisfaction.

WORK EXPERIENCE

Mar, 2025 - Present

Production Artist, Orveon Global, Remote/New York, NY

- Crafted visually compelling digital assets for web, email, paid media, and social channels with a strong mobile-first and social-first mindset.
- Brought the Bare Minerals, Laura Mercier, and Buxom brands to life online through engaging e-commerce visuals, campaign creative, and storytelling across PDP, email, print and social platforms.
- Collaborated with the Director of Digital Creative, copywriters, and marketers to transform briefs into cohesive, high-impact digital experiences.
- Refreshed and evolved website content weekly and seasonally, ensuring layouts are optimized and reflected current campaigns across desktop and mobile.
- Designed and systematized email templates and layouts that balance brand storytelling with performance-driven design principles.
- Delivered retail partner creative for Sephora, Ulta, Nordstrom, Macy's, and QVC, maintaining consistency across every customer touchpoint.
- Adapted and extended campaign visuals across channels while maintaining visual harmony, ensuring each brand remained fresh, relevant, and competitive in the digital space.

OCT, 2023 - MAY, 2024

Senior Art Director, Neptune Retail Solutions, Remote/Jersey City, NJ

- Developed high quality creative designs across multiple ad placements including Mobile Display, Desktop Display, Social Display, In-Store Display, Digital Out-of-Home Display, and Omnichannel Display for top CPGs and retailers across the country.
- Collaborated with cross-functional teams, including product managers, developers, marketers, merchandisers, print specialists, and copywriters to create cohesive design solutions and ensure the successful execution of ad campaigns.
- Designed a variety of digital and print materials for sales meetings, including in-store static shelf end-cap signs, shelf hangers, and animated digital screens, resulting in the on-boarding of 2 new major retailers.
- Provided cross team training to 5 designers, introducing new design techniques, implementing platform standards, and fostering an innovative design environment.
- Identified design problems and developed creative solutions, resulting in improved user experiences and increased engagement.

MAR, 2022 - OCT, 2023

Senior Interactive Designer, Quotient Technologies, Remote/New York, NY

- Developed high quality creative designs across multiple ad placements including Mobile Display, Desktop Display, Social Display, In-Store Display, Digital Out-of-Home Display, and Omnichannel Display for top CPGs and retailers across the country.
- Delivered creative, oversaw the launch, and took part in reporting of over 750 successful campaigns.
- Collaborated with cross-functional teams, including product managers, developers, marketers, and copywriters to create cohesive design solutions and ensure the successful execution of ad campaigns.
- Designed engaging creative for a Pepsi product launch being tested on a brand new industry leading in-store advertisement space with a budget over \$1,000,000.
- Provided leadership and guidance to 5 junior designers, assisting in creative direction and execution of ad campaigns, ensuring alignment with brand guidelines and client expectations.
- Identified and incorporated the latest design trends and techniques to deliver best in class user engagement results for clients.
- Collaborated with Marketing to help develop brand standards and guidelines for internal company teams.

NOV, 2018 - MAR, 2022

Interactive Designer, Quotient Technologies, Remote/New York, NY

- Developed high quality creative designs across multiple ad placements including Mobile Display, Desktop Display, In-Store Display, Digital Out-of-Home Display, and Omnichannel Display for top CPGs and retailers across the country.
- Delivered creative, oversaw the launch, and took part in reporting of over 1000 successful campaigns.
- Collaborated with cross-functional teams, including product specialists, marketers, and copywriters to create cohesive design solutions and ensure the successful execution of ad campaigns.
- Identified and incorporated the latest design trends and techniques to deliver best in class user engagement results for clients.

APR, 2013 - OCT, 2018

Digital Marketing/Multimedia Designer, All American Ford, Old Bridge, NJ

- Created engaging and visually appealing multimedia content to attract online customers and drive sales.
- Managed brand reputation and online presence for 4 car dealership locations.
- Created visually appealing and engaging multimedia content for marketing campaigns across multiple mediums including email, print, digital out of home, and digital.
- Developed and implemented digital marketing strategies to increase brand awareness and drive customer engagement.
- Maintained web pages and enhanced websites for better SEO and user experience.

EDUCATION

SEP, 2009 - DEC, 2013

Associate of Science: Business Administration, Brookdale Community College

SEP, 2009 - DEC, 2013

Associate of Arts: History, Brookdale Community College

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe InDesign, Tumult Hype, HTML5 Animation, Wordpress/Wix/Squarespace, Sketch/Figma, Jira/Trello, Microsoft Office, Google Suite, UI Design, UX Design, Interactive Design, Graphic Design, Web Design, Digital Marketing, Branding, Animation, Video Editing, Typography, Online Advertising, Rich Media Banners, Interactive Marketing, Brand Identity, Color Theory, Programmatic Advertising, Social Media Communications, Cross-functional Collaborations, Interactive Advertising, Omnichannel Advertising, Email Marketing, Leadership, Attention to Detail, Punctuality, Teamwork, Hard Working, Creative Thinking, Problem Solving,