Jalen K. Johnson

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Objective

Apply diverse digital media expertise and artistic skills to a graphic/multimedia design position using a variety of creative tools to develop commercial and promotional concepts.

Skills and qualifications

* Proficient in Adobe Photoshop, Illustrator, InDesign, Flash, and Premiere
* Design engaging graphic communications for print and web, including logos and other marketing materials as needed
* Microsoft: Word, Excel, PowerPoint, Outlook, Publisher, and Movie Maker

Experience

Fidelity Investments | Graphic/Multimedia Designer | New York, NY

**January 2016 to Present**

Design and produce financial news multimedia assets for Fidelity.com and newsletter, including slideshows, videos, photo editing, and assorted imagery.

* **Video:** Produce visually engaging animated slideshows for 3rd-party news articles using Adobe Premiere and Windows Movie Maker
* **Storytelling:** Create compelling graphics and photo arrangements to add storytelling elements to existing web content
* **Photo Editing:** Curate and modify relevant stock images to support articles covering investing, retirement, personal finance, and markets and economy

Steiner Sports | E-Commerce Designer | New Rochelle, NY

**August 2016 to December 2016**

Edit product images for online sports memorabilia store, create banners and e-mail graphics to be used in online database and promotional advertisements.

* **E-Commerce:** Manage online product catalog on a daily basis, add new items and maintain database
* **Sales:** Prioritize and manage product lines to ensure quick and accurate posting to the website
* **Marketing:** Correct issues on the site via database and ecommerce backend

Project DragonFruit | Graphic Designer | New York, NY

**August 2015 to August 2016**

Create graphics assets for internet dating site and blog.

* Social Media: Design landing page imagery, social media pages, ads, infographics and memes
* **Marketing:** Collaborate with marketing and content team on assigned projects

Education

The College of Westchester, White Plains, NY

School of Digital Media | Graphic Design, AD, May 2014

**Summa Cum Laude, Phi Theta Kappa**