



Johanan Colon
Graphic Designer

Contact Me:
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See My Work:
johancolon.com



Design Software & Technical Proficiencies

Operating Systems:

I can work with either Windows or Mac, but prefer a Mac for design.

Design Applications:

Photoshop, Illustrator, InDesign, Premier Pro and After Effects

Web Design & Apps:

- HTML5, CSS3 and WordPress
- GoDaddy, ManageWP and Web Synthesis
- MailChimp, Bronto, SurveyGizmo and ActiveCampaign email marketing software
- Unbounce and Ion Interactive landing page creation software

Professional Experience

Gravitational Marketing | Aug. 2015 – Present | Orlando, FL

Graphic Designer

- Collaborate with creative team to design monthly creative package collateral for our clients: including showroom pieces, online banner ads, email marketing templates and landing pages.
- Conceptualize and design all print and digital elements for each quarterly mastermind meeting to create a unique experience for all our visiting clients.
- Exemplify our core values of Creativity, Show, Results, Efficiency, Persistence, and Esprit de Corps, by innovating visually compelling ways to present new ideas, building trust through delivering quality work in a timely manner and continuously contributing to our mission to help our clients achieve more than they ever thought possible through the power of design.

Construction Data Company | Dec. 2014 – Aug. 2015 | Casselberry, FL

Creative Marketing Manager

- Redesigned corporate website to improve user experience across all devices, more effectively communicate our service, brand and products, as well as allow the marketing department to consistently update online content for SEO.
- Prepare monthly campaign calendars with Marketing Director.
- Deliver weekly production reports to newspaper production team and oversee transactions between advertising team and clients, from purchase agreement to ad postings.
- Monitor campaign budgeting and allocation, advising on effective strategies to reduce costs and maximize conversions.

Construction Data Company | June 2014 - Dec. 2014 | Casselberry, FL

Design and Marketing Associate

- Generate sales leads through designing and executing email marketing campaigns.
- Design marketing collateral in accordance to Construction Data's branding guidelines.
- Collaborate with Marketing Director, Editor-in-Chief of Interactive Media and Vice President of Sales to continuously improve our digital marketing campaigns.
- Conceptualized and designed online account management system for Lead Manager, generating over \$30,000 in online subscription renewals within 60 days.

UCF Student Government Association | July 2013 - May 2014 | Orlando, FL

Graphic Designer

- Created professionally designed event graphics including posters, banners, TV displays, social media graphics, brochures and handbills, t-shirt designs, and promotional items.
- Effectively communicated with student leaders, agency personnel, and on-campus offset printer to ensure projects are properly designed to specifications and are delivered on time.

Education

University of Central Florida
Aug. 2011 - May 2014 | Orlando, Florida

Bachelor of Fine Arts Degree in Graphic Design

Valencia College
Aug. 2008 - May 2011 | Orlando, Florida

Associate in Arts Degree in Studio/Fine Arts