

ELEXIA JOHNSON

Creative Leadership, Rooted in Art & Strategy

I build impactful brands through design, storytelling, and soul.

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Award-winning graphic designer and creative director with nearly 10 years of experience developing high-impact branding, campaigns, and visuals for emerging and established brands alike. From crafting beer labels to directing multi-channel brand launches, I lead projects from concept through execution—blending visual storytelling, cultural insight, and marketing strategy. Known for empowering purpose-driven, minority-owned brands with bold design and creative clarity.

Experience

Founder | Creative Director, Brand Strategist

Creatively Driven Freelance Studio • Ongoing

- Built and operate a successful freelance creative studio serving minority-owned businesses, startups, agencies, and global brands including Jeep, HBO, Microsoft, Amazon, Citibank, AWS, **El Sueñito Brewery**, **Saanj Winery**, and Cox Communications.
- Lead full-scale branding, design, and marketing projects from discovery and strategy through execution—across digital, print, campaign, and packaging touchpoints.
- Develop brand positioning strategies rooted in research, cultural context, and audience insight—guiding clients toward messaging that connects and converts.
- Direct and collaborate with creative teams including designers, developers, photographers, and writers to execute high-impact visual storytelling.
- Known for blending business thinking with artistic clarity to help mission-driven brands launch, grow, and evolve with confidence.

Production Designer

Knack Collective • Seattle, WA • 2020 – 2021

- Delivered digital and print assets across campaigns in a fast-paced agency environment, balancing creative quality with tight turnaround demands.
- Translated complex client briefs into clean, modern visuals aligned with tech and B2B industry needs.
- Collaborated closely with internal and external creative teams to rapidly produce and revise multi-format assets with precision.
- Strengthened visual consistency across design systems while managing competing project timelines.

Junior Designer

Saint Martin's University Marketing • Olympia, WA • 2018 – 2020

- Improved efficiency by leading in the creation and management of a ticketing system
- Created new university marketing materials for internal and external audiences to complete project requests within a given deadline.
- Collaborated with creative and web team to produce and launch promotional materials.

Key Skills

+ Core Capabilities

Brand Strategy · Visual Identity Design · Art Direction · Creative Direction · Multicultural Marketing · Campaign Development · Social Media & Content Strategy

+ Design & Creative Execution

Graphic Design · Illustration · Packaging Design · Web Design (Wix & Wordpress) · Video Editing · Presentation Design · Print & Digital Ads · Merch & Label Design · Magazine Layouts · Animation (Basic)

+ Tools & Platforms

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Canva · Wix · Google Workspace · Meta Business Suite · ChatGPT / AI Tools

+ Project & Client Management

Creative Project Management · Copywriting & Editing · Proposal Writing · Client Communication · Remote Team Collaboration · Budget-Conscious Planning · Brand Consulting & Management

Education

Masters of science in digital marketing

University of Roehampton, London, UK - 2022

- Graduated with Honors Distinction.
- Thesis statement focused on developing growth strategies for creative agencies

Bachelor of art in communications

with minor in business marketing

Pacific Lutheran University, Tacoma, WA - 2018

- Act Six Leadership Initiative scholarship

Awards & Recognition

- 2023 Creative of the Year
Black Digital Creative
- Platinum MarCom Award (2021)
Campaign Excellence
- Featured Artist, Imagine Monet Exhibition
Tacoma Arts Live (2023)
- Hard Copy 20 Featured Artist
Grit City Magazine (2024)