

LINA JOHANSSON

SENIOR VISUAL DESIGNER

401.226.7373
lina@lingonberrys.com
www.lingonberrys.com



+ GOOD IDEAS NEVER GO OUT OF STYLE

Hello! What you see here is an idealistic battle-tested Senior Visual Designer, who occasionally geeks out over the intersection of great design and technology. Secretly can't wait until we can start to design Starships. Left-handed but in my right (brained) creative mind. I like to build, tinker, iterate and make beautiful things. I am a dreamer and a doer.



PAST EXPERIENCE: PROVEN EXPERTISE

CHIEF DESIGN OFFICER

CommonMarker, Los Angeles, CA
April 2013 - present

A founding member for a new digital platform startup geared towards professional film production. Lead the building of the information architecture, user journeys, and personas that then translate into the final screen designs. Focusing heavily on the UX, and visual design of this new platform, I was also responsible for all the branding of the marketing site, and pitch presentations.

SENIOR VISUAL DESIGNER

DreamHost, Los Angeles, CA
May 2016 - present

Took on the lead design role for brand compliance and marketing. Spearheaded the redesign for the company homepage, product, blog and affiliate pages to achieve higher conversion rates to meet company acquisition goals. Managed multiple projects through initial concepts, wire-framing, prototyping and mockups to final code implementation with the buy-in from stakeholders.

EDUCATION

Rhode Island School of Design
Providence, Rhode Island
Illustration

Savannah College of Art & Design
Atlanta, Georgia, Graphic Design

VISUAL DESIGNER

DreamHost, Los Angeles, CA
September 2013 - May 2016

Supported the roll out of a full company rebrand in 2014 from initial logo concepts to final design solution, including a full overhaul of the company website, and all print collateral. Aided in enforcing the new brand over all departments, company events, sponsorships, to ensure design consistency. Managed vendors relationships to promote print quality of all marketing collateral for every conference, sponsorship, meetup and swag giveaway.

GRAPHIC DESIGN INTERN

Cartoon Network, Atlanta, GA
October 2010 - May 2011

Entrusted with the full layout and design of the 2010 CNLA TCM annual report. Worked closely with the Project Manager to implement design concepts and production of marketing print material. Created collateral used to promote new network shows and CNLA events. Contributed ideas and concepts for new marketing campaigns to the creative team.

AWARDS & EXHIBITS

Startup Weekend - Pasadena
1st place - winning pitch

Silver PromaxBDA Latin
American Design Award

RISD Scholarship

Sketchbook Project 2011
Exhibition- Brooklyn Museum
of Art (Permanent Collection)

AFFILIATIONS

Swedish American Chamber
of Commerce - Los Angeles

Rhode Island School of Design
LA Alumni Chapter

AVAILABLE FOR
HIRE or FREELANCE



*Design for small and big screens

SPECIALTIES: MY FORTE

- + Design Strategy + Visual Design
- + UX/UI + HTML/CSS + Wireframing
- + Prototyping + Jekyll/CMS + Branding
- + Illustration + Print Design + Marketing
- + Typography + Web Design

SKILLS: MY WEAPONRY



- + Adobe Suites + Sketch + InVision
- + Basecamp/Asana + Jira + GA Analytics
- + git Revision Control + Code Editors
- + Terminal + FTP Clients + WordPress

LANGUAGES: HALLÅ DÄR!



QR LINK TO PORTFOLIO



Scan code to view
online portfolio.
References and
additional portfolio
samples supplied
upon request.
THANKS!