

Shawn-Michelle “Miki” Johnson

Creative Strategist & UX Designer

Career Summary

Inquisitive and versatile creative strategist and designer with 10+ years expertise in graphic design and digital marketing experience. Demonstrated ability to deliver impactful user-centric visual solutions within the education and healthcare sectors.

Education

CareerFoundry Bootcamp

Online

UX Design w/Front-end

Web Development
for Designers

Art Institute of Ft Lauderdale

Fort Lauderdale, FL

Graphic Design &
Visual Communication

Art Institutes International of Minnesota

Minneapolis, MN

Web Design & Multimedia

Relevant Projects

CareerFoundry UX Bootcamp – Online

March 2023 – Present

UX/UI Researcher and Designer | Ask Olive Web App

- Conducted in-depth user research, including interviews and usability testing, to drive inclusive design solutions.
- Translated research findings into actionable design recommendations for an intuitive user interface.
- Created wireframes, prototypes, and mockups to visualize and refine design concepts.
- Developed visually appealing user interfaces following Material Design principles.
- Improved app design and accessibility based on user feedback and usability testing results.
- Designed comprehensive fitness and nutrition plans tailored to user needs.

UX Researcher and Designer | Olivia Series Native App

- Performed user research and usability testing to enhance the reading experience.
- Created wireframes, prototypes, and mockups for improved design concepts.
- Developed a native app concept with voice command integration for enhanced engagement.

Professional Experience

Portico Benefits – Edina, MN

June 2022 – February 2023

Content and Digital Marketing Specialist

- Executed integrated social media strategies for lead generation and retention.
- Managed social media channels and created and scheduled content monthly.
- Utilized data analysis to optimize social media performance and measure campaign success.
- Increased LinkedIn engagement by 12% with awareness campaign.
- Managed website content, email templates, and graphic design for marketing initiatives.


ECMC Education – Minneapolis, MN


March 2018 – May 2022


Senior Digital Marketing Specialist

- Vetted and switched CRM platform to one better scaled to business needs saving \$10K annually.
- Led email marketing strategy, contributing to a 25% customer acquisition growth rate.
- Created updated workflows and triggers for new lead and student journeys.
- Worked with IT to build API to connect to 50K leads and active students in database.
- Achieved higher open and click rates through A/B testing and mobile-friendly templates.
- Managed social media for 3 campus accounts, achieving a 37% YoY increase in engagement.
- Executed social strategy to successfully increase student and faculty engagement.
- Scripted, co-directed, and produced videos for sponsored social media ads.


Contact

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Tools

Figma

VS Code

Hootsuite

Adobe XD

Sprout Social

Active Campaign

Salesforce Marketing Cloud

Adobe Creative Cloud

Review Trackers

HTML & CSS

Javascript

Hot Jar

Marvel

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Senior Digital Marketing Specialist Continued...

- Orchestrated up to 3 quarterly on-site events for organic content creation and community building.
- Created and published compelling organic content weekly, driving brand awareness.
- Contributed to creating a more inclusive workplace as founding member and leader of DEI group.

Teddy B's Gourmet Popcorn – Minneapolis, MN

October 2016 – June 2020

Marketing Strategist, Creative Director & Designer (Independent Contractor)

- Amplified company visibility through strategic social media campaigns and print collateral.
- Increased IG engagement rate to an average of 4%.
- Strengthened brand recognition by establishing a distinct visual identity.
- Built brand loyalty by quickly and respectfully responding to all online inquiries.

Multiband Corporation – New Hope, MN

August 2010 – March 2015

Marketing Supervisor

- Coordinated cross-functional teams and ensured brand consistency.
- Managed communication with printers, drafted budgets, and executed marketing plans.
- Led incentive programs and supervised team tasks.

Senior Graphic Designer

- Produced digital and print marketing materials for both the company and partner DIRECTV.
- Spearheaded successful initiatives to enhance product installs through the design of buckslips, advertisements, and persuasive leave-behind materials.
- Aligned closely with the sales team to deliver corporate sales sheets and event materials.
- Oversaw development and implementation of comprehensive corporate style guide and rebranding.
- Assisted with web updates and site design to improve user experience and increase site traffic.
- Saved time and money while improving efficiency through creation of marketing templates.
- Mentored and guided a team consisting of a web designer, junior graphic designer, and design intern, fostering a collaborative and productive work environment.

Technical Skills

Mockups

Visual design

Information architecture

User flows

Data analysis

Wireframing

Prototyping

Design thinking

Research

Creative writing

Content creation

CRM

Additional Education

Coursera—Yale University

Online

Intro to Psychology

CareerFoundry

Online

Digital Marketing

Coursera—Calarts

Online

Visual Elements of User

Interface Design