

# hope johnson

## editorial designer

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## achievements.

### Mizzou '39 Recipient (2020)

Received award that recognizes 39 graduating seniors for their leadership, service and academic achievement.

### Mortar Board Tap (2020)

Tapped into Mortar Board, one of Mizzou's six secret societies which recognizes individuals for their scholarship, leadership and service.

### Design Teaching Assistant (2020)

Selected as teaching assistant for a Strategic Communication Design & Visuals course and the Advanced Magazine Design capstone.

### Outstanding Junior Award (2019)

Awarded the Outstanding Junior Award sponsored by Mizzou Honors College for involvement on campus and in community.

### Design Showcase Participant (2019)

One of 40 students selected as a participant in the annual competitive Visual Arts & Design Showcase at the university.

### Panhellenic Counselor (2019)

Helped lead 1,400 women through Mizzou's Panhellenic Recruitment process. Of the 350+ women who attended informational sessions for this position, 75 were selected.

### Representative For Journalists (2016)

Sole student chosen to represent high school journalists to testify to an Illinois House Judiciary Committee in support of a bill to increase the rights of high-school journalists.

## education.

### University of Missouri

*Columbia, Missouri* | December 2020

Bachelor of Journalism in Strategic Communication — Art Direction

Bachelor of Arts in Graphic Design

University of Missouri Honors College

3.9 GPA

## experience.

### Junior Brand Designer

*BuzzFeed*

*New York, New York* | March 2021 - present

Sit on a team dedicated to shaping narratives for a publisher that attracts more than 121 million unique visitors monthly and reaches 30 percent of the total digital population. Work to develop a consistent brand identity across a growing portfolio of brands like BuzzFeed News, Tasty and HuffPost. Assist branded commerce leads with visuals for strategic pitches and design go-to-market materials for the larger business organization.

### Creative Director

*Vox Magazine*

*Columbia, Missouri* | January 2020 - present

Took lead creative role in the planning and execution of a monthly regional magazine. Designed department pages and feature packages under tight deadlines and created art or scheduled photography for print, digital and social channels. Served as the teaching assistant for a magazine design capstone course and managed design staff.

### Graphic Design Intern

*University of Missouri Student Affairs - Marketing*

*Columbia, Missouri* | April 2017 - present

Designed award-winning posters, coupons, booklets, in-store signage and online advertisements for the university's marketing office.

### Design Studio Intern

*The Smithsonian Institution's National Museum of American History*

*Remote* | May 2020 - August 2020

Developed the graphic identity for an upcoming exhibit that addresses historic truth-telling through typographic exploration, color palette decisions, title and label design and case graphics. Organized and collaboratively designed the first-ever internal museum newsletter to be sent out to staff.

### Art Director

*MOJO Ad*

*Columbia, Missouri* | August 2019 - December 2019

Directed a creative team of five and led creation of all things visual for a full-service advertising agency run by Mizzou students. Worked with paying clients to develop fully-integrated campaigns. Designed report which received an American Advertising Award.

### Content Intern

*Mediablast Group*

*London, England* | May 2019 - July 2019

Completed a variety of projects at a Hearst-owned digital agency while navigating a new culture. Took on a social media community manager role for Volvo UK, edited videos for AfterShokz headphones, designed graphics for a wide range of clients and created content for Mediablast social channels.

### Deputy Production Manager

*The Maneater Newspaper*

*Columbia, Missouri* | August 2016 - February 2017

Designed weekly newspaper and worked closely with editors and photographers to create effective layouts for stories and an overall visually appealing newspaper. Designs won state-wide competition for feature layout.