

hope johnson

editorial designer

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achievements.

BuzzFeed Emerging Leader (2021)

Hand-picked by BuzzFeed upper management to undergo an intensive, two-month-long educational program for junior-level employees showing strong leadership potential.

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.

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.

Senior Designer

HGTV Magazine

New York, New York | October 2022 - present

Sketch, concept and design front-of-book, back-of-book, department and feature stories for a top-10 best-selling magazine on newsstands with 1M+ subscribers. Collaborate closely with creative director, photo team and editors to help editorial stories come to life through design. Mark up color and image corrections throughout the routing process and review changes with a team of image specialists. Manage many layouts in multiple issues at once and solve problems throughout production to keep stories on deadline.

Junior Brand Designer

BuzzFeed

New York, New York | March 2021 - October 2022

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.

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 on the behavior of the youth and young adult market, which received an American Advertising Award in the Collateral Material - Printed Report category.

Content Intern

Mediablaze 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 Mediablaze social channels.