







# KYRA JOHNSON

## GRAPHIC DESIGNER

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-  Washington, DC

## ABOUT

I am a multifaceted young creative with a BFA from University of Maryland and roots planted in Washington, DC. With a fine art background, I have a unique approach to design as a tool for capturing attention and shaping perspective.

From beer labels to window wraps to billboards; from non-profits to startups to agencies, I've had the honor of bringing visions to life since 2020.

## SKILLS

**Adobe CC Suite**  
Illustrator, InDesign, Photoshop, After Effects, Animate, Premiere, Lightroom, Audition

**Web Design Programs**  
Figma, Webflow, WordPress, Wix, Squarespace, Showit

**Procreate (iPad)**  
Illustration & frame-by-frame animation

## WORK EXPERIENCE

**Senior Account Designer**  
FGS Global | June 2024 - Present

- Lead all creative for United Health Group client, to include marketing campaigns, professional decks, paid ads, and more

**Graphic Designer**  
Collins + Co. | April 2022 - June 2024

- Design & deliver creative projects for over twenty different clients (including Guinness Open Gate Brewery, Ballston BID, and Capital One Center)
- Create hard-hitting logos, brand identities, motion graphics & animation, newsletters, product packaging, large-scale print collateral, and website design
- Collaborate directly with Art Director, Marketing Managers, and client teams to maintain brand standards, improve existing aesthetics, and expand client reach through thoughtful design
- Act as lead designer for several projects including Guinness can designs and Capital One window wraps

**Graphic Designer**  
Transformer DC | March 2020 - March 2022

- Refreshed organization's brand identity to stay relevant and target potential donors
- Created design templates for public-facing assets including e-newsletters, curatorial pamphlets, and social media graphics
- Beautified professional documents such as grant proposals, fundraising slide decks, and infographics

## FREELANCE

- **Studio RSG [2024]**  
Create social graphics and design e-mails for company's top client, Glo
- **Maryland Department of Agriculture [2023]**  
Work on various consumer-facing products such as pamphlets, fliers, postcards, etc.
- **Customize Your Life [2021]**  
Produced all illustrations for now-published book, Customize Your Life. Foreword written by Danica Patrick!
- **Shady Grove Fertility [2020]**  
Created animated "Better Approach" campaign advertisements for use on social media, streaming, and web.

## EDUCATION

**Bachelor's Degree in Fine Art & Design**  
University of Maryland | 2017 - 2021

- 4.0 GPA in Major
- Art Honors Program | 2020 - 2021
- Dean's Advisory Board | 2020 - 2021
- Commencement Speaker