

# hope johnson

**art director & designer**

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## achievements.

### **SPARK Women Executive Board (2024)**

Selected to join the five-person executive board tasked with leading SPARK, Hearst's employee resource group for women. Organize large-scale "skill series" events, book clubs, and annual Breast Cancer Awareness Month programming. Manage and create graphics for social channels.

### **BuzzFeed Inc. Womxn Employee Resource Group (ERG) Co-Lead (2022)**

Co-leader of a group of over 300 employees that aims to advocate for and provide resources and support for women across the organization. Managed the group's budget and planned at least two events each month for group members.

### **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.

### **Design Teaching Assistant (2020)**

Selected as the teaching assistant "Strategic Communication Design & Visuals" and the "Advanced Magazine Design" capstone course. Taught students Adobe Creative Suite in twice-weekly mandatory labs, held office hours and graded assignments.

## education.

### **University of Missouri Columbia, Missouri**

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 & Food Network Magazine**

**New York, New York | October 2022 - present**

Sketch, concept and design front-of-book, back-of-book, department and feature stories for two top-10 best-selling magazine on newsstands with 1M+ subscribers each. Collaborate closely with creative director, photo team and editors to help 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. Art direct photoshoots, communicating with prop and food stylists and photographers.

### **Junior Brand Designer**

**BuzzFeed Inc.**

**New York, New York | March 2021 - October 2022**

Sat 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. Worked to develop a consistent brand identity across a growing portfolio of brands like BuzzFeed News, Tasty, Complex and HuffPost. Assisted branded commerce leads with visuals for strategic pitches and designed 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 of seven.

### **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.

### **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. Took on a social media community manager role for Volvo UK, edited videos for AfterShokz headphones, created content for Mediablaze social channels and designed graphics for a wide range of clients, including Shiseido and Speedo.