



# Samuel Johnson

## Creative Lead // Product, Content & Digital Experience

UX • Content • Branding • Web • International Collaboration

### Career Summary

Digital designer and creative lead with 6+ years of experience across graphic design, UX/UI, branding, and web. Experienced in owning digital experiences end to end—shaping structure, visuals, and messaging to make complex offerings clear and usable. Comfortable collaborating closely with product managers, developers, and stakeholders to keep content accurate, aligned, and effective as products evolve. International background with academic study in Japan and conversational Japanese.

### Professional Experience

#### **TAG Strategies, LLC — Washington, D.C.**

Creative Director | Mar 2022 – Present

- Led end-to-end design and creative direction for large-scale digital platforms, brand systems, and multi-channel campaigns serving national audiences
- Owned the structure, visual presentation, and supporting content of digital experiences from concept through launch
- Partnered closely with product managers, developers, and stakeholders to define requirements, prioritize work, and deliver scalable solutions
- Designed and launched high-performance websites, focusing on usability, accessibility, and clarity for a broad user base
- Established standardized workflows, templates, and review processes to improve consistency and delivery speed
- Acted as primary point of ownership between creative teams and external partners, ensuring alignment as project needs evolved
- Mentored junior designers and consultants, providing feedback on UX approach, visual systems, and communication

#### **Observer Media Group — Sarasota, FL**

Advertising Assistant | May 2021 – Mar 2022

- Supported creative production for digital and print advertising across local and regional clients
- Coordinated timelines, asset delivery, and approvals to ensure on-time publication across channels
- Worked between sales, creative, and clients to translate business goals into clear design and messaging
- Maintained organized asset libraries and production schedules to support efficient execution

### Content & Communication Experience

Alongside design leadership, I regularly contribute to written and visual content across websites and campaigns, helping ensure information is clear, accurate, and easy to understand. My role often involves translating business and product requirements into user-facing messaging, supporting educational and explanatory content that reduces confusion and improves overall user understanding.

#### **Core Skills & Focus Areas**

Graphic Design & Visual Systems | UX / UI Design & Prototyping | Content Creation & Digital Copy | Web Design & Developer Handoff | Design Systems & Documentation | Cross-Functional Collaboration | Stakeholder & Client Communication | Accessibility & Responsive Design | International & Cross-Cultural Communication

#### **Contact**

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sams-portfolio.com

#### **Education**

Indiana University //

Bachelor of Arts, Media 2021

Kanda University of

International Studies //

Abroad Program 2019

#### **Tools**

Figma // Adobe Creative

Cloud (Illustrator, Photoshop,

InDesign, After Effects)

HTML & CSS // Slack //

Notion // Asana // Wordpress