



#### CONTACT

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www.joy-ann.com/cv

St. Ann, Jamaica

#### CORE CAPABILITIES

- Brand identity systems
- Campaign development
- Packaging
- Digital and social design
- Print and outdoor
- Event and trade graphics
- Publication design
- Photo retouching

#### TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Lightroom  
Affinity Suite  
Keynote

**BSc Information Technology**  
**University of Technology,**  
**Jamaica**

# JOY-ANN JOHNSON

## GRAPHIC DESIGNER + CREATIVE DIRECTOR

Jamaican multidisciplinary designer with over a decade of experience translating brand strategy into bold, cohesive creative across packaging, campaigns, digital, print, events and trade. Known for strong visual judgement, production discipline and the ability to manage several creative streams without losing consistency.

**10+**  
YEARS EXPERIENCE

**150+**  
CLIENTS SERVED

#### SELECTED EXPERIENCE

##### 2017-PRESENT

### Founder / Senior Creative

Made By Molli | Jamaica /Remote

- Lead brand identity, packaging, digital, print, publication and event projects from concept through production.
- Build multi-format campaign systems; present concepts, manage feedback, coordinate vendors and maintain organised asset libraries.

##### DEC 2022 - FEB 2024

### Creative Director

Clarence Benjamin Intl | United Kingdom

- Directed visual identity and creative standards across product, marketing and corporate touchpoints.
- Partnered with senior leadership on brand strategy, new products, presentations, campaign execution and brand growth.

##### 2014 - 2016

### Graphic Designer

Digicel Group -Trend Media | Kingston

- Produced high-volume digital campaign creative in a fast-paced regional media environment, balancing deadlines and stakeholder feedback.

##### 2013 - 2014

### Graphic Designer

Print-It-Up Docu-Centre | Kingston

- Designed and prepared customer artwork for print production, with close attention to file accuracy and output quality.

# CAPABILITIES, TOOLS & CONSUMER-BRAND VALUE

## RELEVANT DESIGN SCOPE

- Social media, digital advertising and web content
- Packaging, labels and product presentation
- Trade and promotional materials
- Outdoor, newspaper and magazine advertising
- Event branding, signage and merchandise
- Brochures, decks, reports and publications
- Photo retouching and basic motion graphics

## PRODUCTION & WORKFLOW

- Print-ready artwork, preflight, bleed and colour setup
- Multi-format campaign rollouts and adaptation
- Concept presentation and efficient feedback rounds
- Printer, supplier and freelancer coordination
- Brand guideline enforcement and visual quality control
- Organised project files, artwork libraries and handoff

## SELECTED PORTFOLIO EXPERIENCE

### FOOD, BEVERAGE & CONSUMER

Brand identity and packaging systems for Benlar Foods and other product-led brands, including bottles, pouches, labels, boxes and retail presentation.

### MEDIA, CAMPAIGNS & ACTIVATIONS

Commercial media design, regional campaign assets, social rollouts, event graphics, digital advertising and large-format work across fast-moving client environments.

### LIFESTYLE, RETAIL & CORPORATE

Identity and campaign work spanning Loop Jamaica, LEAF Canada, The British Council, PROVEN Wealth, Rhea Imani, and other corporate, fashion and service brands.

## ADDITIONAL COMMERCIAL EXPERIENCE

### Assistant Account Manager FEB 2024 -PRESENT

Edgar Johnson Supermarket | St. Ann

Supports account administration, reporting and operational coordination in a fast-paced retail environment, strengthening commercial awareness, accuracy and cross-functional communication.

## EDUCATION

### BSc Information Technology

University of Technology, Jamaica | 2010 -2014

### Associate Degree, Management Information Systems

The Moneague College | 2008 -2010

