

# JOHANNAH BALTUS



johannah.roake@gmail.com



joiscreative.com

## EXPERIENCE

### NORTHWEST ASSOCIATION FOR BLIND ATHLETES

#### BRAND DESIGNER | JANUARY 2025 – PRESENT

Create and scale NWABA's visual identity across digital and print platforms, ensuring brand consistency. Lead marketing efforts, including event materials, digital ads, email newsletters, and social media. Maintain website updates focused on accessibility and user experience. Collaborate with teams to support fundraising, events, and outreach. Manage projects with external partners from concept to production.

### SELF-EMPLOYED

#### FREELANCE GRAPHIC DESIGNER | MAY 2024 – DECEMBER 2024

Collaborate with small businesses, self-employed individuals, a financial advising firm and a nonprofit on their branding, visual strategy, and marketing tactics. Worked directly with various individuals to help them achieve their strategic brand goals with elevated designs.

### JOYRX | CHILDREN'S CANCER ASSOCIATION

#### SENIOR BRAND DESIGNER | JANUARY 2022 – MAY 2024

Lead creation of branded assets across print and digital touchpoints and ensure alignment with JoyRx's mission. Design immersive brand experiences for events serving diverse audiences. Provide brand guidance, templates, and tools to employees and stakeholders. Consult on creative solutions while maintaining brand consistency. Manage and mentor the Creative Project Coordinator and Graphic Designer.

### PENDELTON WOOLEN MILLS

#### SENIOR DESIGNER | JANUARY 2021 – SEPTEMBER 2021

Oversee digital projects focused on website UX, UI, and ADA standards. Contribute to a brand pivot by sourcing updated visuals and graphics that maintain brand integrity. Assumed a management role to identify and leverage team members' strengths for collective growth and success. Managed a multi-vendor transactional email project to optimize the customer buying experience.

#### DIGITAL DESIGNER | FEBRUARY 2016 – DECEMBER 2020

Design marketing materials for web and print, including emails and retail collateral. Conduct A/B testing and collaborate with third-party vendors to optimize e-commerce experience. Support website replatform and email service provider transition, with an emphasis on UX, UI, and ADA compliance. Refresh digital style guides to modernize the brand's visual identity.

GRAPHIC DESIGNER (TEMP) | FEBRUARY 2016 – DECEMBER 2016

**EDUCATION** University of Oregon | BA in Digital Art and a minor in Business Administration

**TECHNICAL SKILLS** Photoshop | Illustrator | InDesign | Canva | Microsoft Office | Trello | Jira  
————— all verified with LinkedIn Assessment Badge —————

**SOFT SKILLS** Collaborative | Detail-oriented | Clear communicator | Efficient | Thoughtful