

Katie Johnson

Interactive Director



Education

B.E.D. with an emphasis
in Visual Studies
Texas A&M University

Experience

2006: Creative Intern at
John Manlove Marketing &
Communications

2006: Account Manager at
Maroon Weekly

2007: Graphic Design Student
Worker at The Association of
Former Students

2007–Present: Traffic Manager
at John Manlove Marketing &
Communications

2009–Present: Interactive
Director at Biz Oxygen

Tools

Adobe Photoshop, InDesign
and Illustrator

Dreamweaver and Flash

AutoCAD

BaseCamp

Microsoft Office

Katie was raised in a family of engineers, thus her thought process is one that analyzes a situation in order to discover the desired result. With this background, coupled with an organizational tendency that most could only hope for, Katie assures clients a well thought-out, on-time and effective marketing project. As the Interactive Director at Biz Oxygen and Traffic Manager at John Manlove Marketing and Communication, Inc. (JMMC), her roles are very involved with the client, the creative process and projects, from start to finish.

Currently, she assisted Leah with the Biz Oxygen start-up, a DBA of John Manlove Marketing & Communications, that serves small businesses in the Houston Metropolitan area and employs local interns and contract graphic designers to work under an award-winning Creative Director. The idea of Biz Oxygen is to provide a breath of fresh air in digital marketing solutions, and help bridge that gap between art school and the corporate world for new artists. Biz Oxygen has multiple goals similar to those of JMMC — create influence, develop your message and build your marketing mix that is accessible to consumers at every level of the buying process.

Emerging Trends

Katie Johnson maintains awareness of the latest ideas and trends in design and marketing, while holding basic organizational and structured outlook high, since these are the elements that hold a timeless design. With these characteristics, Katie can decipher a client's needs as a way to maintain balance in their marketing campaigns. Whether on a billboard, direct mail card or website, if the information is presented properly it has no choice but to garner results.

“Every year, we get to see articles and tabloids reviewing the previous year and predictions on what is to come. As designers, we wonder what will change and what new trends will emerge in graphic design and marketing; therefore, we must be aware of what is happening in our industry and find a good balance between trends and traditional design. We have found that designing to the client and target market is what works. My job is getting the emotional and functional benefits of each brand/product across to the consumer.”

Big Picture

Katie has always had an eye for structured, yet catchy designs. No matter what the clients' needs are, she maintains ideas of what needs to happen overall, how to accomplish the project and the individual details of each marketing piece, within a short time. Her attention to detail brings out the best in design, even from simple conversations with her clients.

“I went through the Texas A&M College of Architecture's Visual Studies program, which solidified a strong background in 3D design and visualization. In addition to thinking three-dimensionally, I learned the ability to approach projects with a “Problem–Resolution” approach. This thought-process aids me in thinking completely through a project, any potential risks or downfalls, and all potential resolutions to any troubles that may arise before the project even begins. Therefore, we will produce a stable outcome with maximum results. “

In her spare time, Katie enjoys interior decorating, design projects and cooking / baking for guests. Through these projects, she takes her attention to detail and eye for current design trends to parlay them into her interior's canvas: her home.