



Anne Johnston Fera
Graphic Designer

In a few words...

I have a passion for design that communicates. My favorite tools are color and fonts. My design process is collaboration. I believe that the goal of the design is to be memorable, to be understood, and to engage trust.



SUMMARY OF EXPERIENCE

- Translate complex data into design that communicates and reinforces the message.
- Work closely with clients to interpret their goals to offer creative solutions that are memorable, understood, and instill confidence.
- Design marketing materials for print and e-mail to support sales efforts that spur action.
- Oversee website development and design to graphically reinforce company's brand.
- Create engaging social media to build awareness and connection.
- Handle multiple projects, work on tight deadlines, and take projects from concept to final stage while prioritizing, and organizing tasks simultaneously.
- Mentor and offer guidance to junior hires in-house and for clients. Offer workable suggestions to modify a design and achieve consensus.
- Plan and design multi-piece campaigns. Manage project and motivate team to focus in on the outcome. A positive attitude gets the best results.
- Collaborate with vendors to ensure style consistency across multiple media outlets. Prepare bids and specifications for vendors and oversee execution. Examine press proofs and supervise on-site press checks.
- Plan, coordinate, art direct and oversee on-location and studio photo shoots.

SKILLS

Total fluency on Macintosh computers and most computer-related peripherals. Proficient in InDesign, Photoshop, Illustrator, Acrobat, Quark XPress, Lightroom, Dreamweaver, CSS, HTML, Wordpress, Microsoft Office, Prezi.

EMPLOYMENT HISTORY

DESIGNER

Johnston Fera Design | Buffalo, NY | 2010 - Present

GRAPHIC DESIGNER - TEMP

Fisher-Price | East Aurora, NY | September 2016 - August 2021

INTERIM MARKETING COORDINATOR

Walsh Duffield Companies, Inc. | Buffalo, NY | 2015 - 2016

SR. ART DIRECTOR

Flynn & Friends, Inc. | Buffalo, NY | 1998 - 2010

SR. ART DIRECTOR

Maguire Advertising Associates | Buffalo, NY | 1985 - 1990

AWARDS

Honored with more than 50 design, print and marketing awards (national, regional and local).

EDUCATION

B.A. in Art, State University College at Buffalo

w: johnstonferadesign.wordpress.com

p: (716) 572-4047

e: annejohnstonfera@gmail.com