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# Brittany Johnston

Senior Graphic Designer

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🌐 www.zippyg.com

## KNOWLEDGE & SKILLS

Typography & Layout Design  
Branding & Visual Identity Development  
Digital & Print Design  
UI/UX Fundamentals  
Packaging Design  
Photography & Photo Editing  
QSR Industry Standards  
Prototyping & Mock-ups  
Prepress & Print Production  
Digital Illustration  
Document Formatting  
Cannabis Regulations & Submissions  
Food Advertising & Label Requirements

## PROFILE

Senior Graphic Designer with experience spanning agency, freelance, and in-house roles across retail, cannabis, QSR, and nonprofit sectors. Skilled in managing multiple client accounts, leading cross-channel national campaigns, and delivering polished creative across digital, print, packaging, and large-format applications. Combines strategic thinking with hands-on execution, ensuring senior level brand consistency, effective collaboration, and clear visual communication.

## EDUCATION

**Advanced Diploma, Graphic Design**

*Deans List Graduate at Georgian College*

Graduated with honors from a 3-year college program in Graphic Design, achieving Dean's List recognition for outstanding academic performance.

## WORK EXPERIENCE

**Senior Graphic Designer**

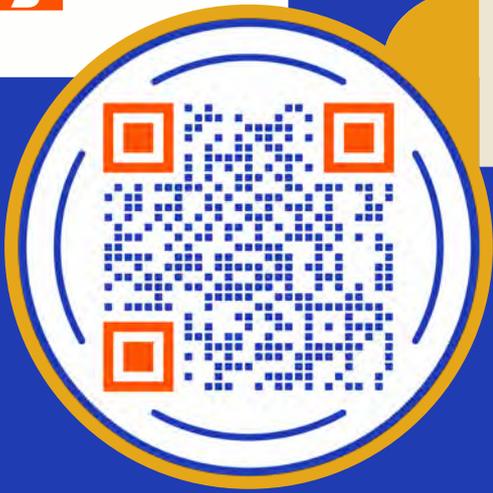
*OPA! of Greece | Jan 2025 - Present*

As a Senior Graphic Designer at OPA! of Greece, I work with the Marketing Director to develop and execute creative that drives the brand forward across more than 120 store locations in Canada. My role includes:

- Management and development of the corporate website and franchisee website
- Developing and launching an online ordering portal for local store marketing material
- Designing in-store promotional assets and graphics for the OPA! mobile app
- Leading the creative execution of national campaigns and regional marketing initiatives
- Designing all corporate manuals, presentations, newsletters, and reports
- Developing branded visuals for all store grand openings and renovation launches
- Partnering with third-party vendors (DoorDash, Uber Eats, SkipTheDishes) to ensure cohesive brand presentation
- Provide senior-level quality control, project leadership, and ensure best design practices.

My work supports marketing initiatives seen by millions of guests across the country, delivering impactful visuals that bring OPA!'s fresh,

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## Visit My Portfolio

Discover More About Me & My Work!

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### PROGRAMS & TOOLS

Adobe Photoshop, Illustrator, & InDesign

Microsoft Word, Excel, & Power Point

Google Docs, Sheets, Slides, & Drive

SAi Flexi (large format print projects)

WordPress (Divi & Elementor experience)

Cloudways & GoDaddy

Facebook & Instagram Meta Ads Manager

ChatGPT, MidJourney, DALL-E, & FireFly

Canva (quick design & templates)

Asana & Airtable (project management)

### LINKEDIN

[www.linkedin.com/in/brittany-123-johnston](https://www.linkedin.com/in/brittany-123-johnston)

## WORK EXPERIENCE

### Content Creator & Graphic Designer

*Mixed Sweet Media | 2023-2024*

Mixed Sweet Media is a full-service marketing agency that specializes in the cannabis marketing industry.

- Managed 12+ client accounts, building strong, ongoing professional relationships.
- Developed and executed social media campaigns, boosting client visibility and engagement.
- Created visually compelling reports, pitch decks, and presentations that communicated key insights clearly.
- Designed impactful large-format materials: banners, trade-show backdrops, signage, and vinyl wraps.
- Produced polished small-format materials, including magazine ads, posters, brochures, and die-cut packaging.
- Led product photography and professional editing to showcase client products effectively.
- Designed compliant cannabis packaging and mock-ups in line with the Canadian Cannabis Act and Regulations.

### Freelance Graphic Designer

*The National Pancreas Foundation | 2020 - 2023*

NPF raises and manages a charitable foundation from which grants are made directly to researchers seeking to resolve the challenging medical problems of pancreatic diseases.

- Designed web and print materials that supported large-scale fundraising campaigns and gala events, enhancing donor engagement.
- Produced informative medical brochures for clinics and hospitals, improving patient education and accessibility.
- Collaborated with a creative team to successfully launch a redesigned NPF website, improving user experience and online visibility.
- Developed logos and full branding kits for six NPF subsidiary organizations, ensuring cohesive and professional brand identities.