

Johlea Gewhas

Brand & Marketing Designer

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PORTFOLIO

Johleagewhas.com
Password: Jgewhas26!

CORE EXPERTISE

- Brand Identity & Visual Systems
- Integrated Campaign Design
- Art Direction & Visual Storytelling
- Creative Concept Development
- Digital & Web Design
- E-Commerce Creative
- Experiential & Event Design
- Print & Production Design
- Motion Graphics & Video
- Presentation Design
- Stakeholder Presentation
- Cross-Functional Collaboration

SOFTWARE

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Framer, Adobe XD, Sketch, Blender, Procreate, Microsoft 365 (PowerPoint, Word, Excel), HTML/CSS, ChatGPT, Claude, Lovable

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate - Coursera (2025)

EDUCATION

ASSOCIATE'S DEGREE,

Graphic Design
Johnson County Community College

BACHELOR'S DEGREE,

Graphic Design (in progress)
Southern New Hampshire University

PROFESSIONAL SUMMARY

Multidisciplinary Brand & Marketing Designer with 6+ years of experience developing integrated campaigns and brand experiences across digital, print, e-commerce, packaging and motion. Combines creative direction, concept development, visual storytelling and production expertise with cross-functional collaboration to translate complex business objectives into cohesive, audience-focused creative.

EXPERIENCE

MULTIMEDIA DESIGNER

PBI-Gordon Companies | July 2025 - Present | Overland Park, KS

- Lead visual direction and concept development for integrated marketing creative across 4+ brands/business units and multiple product portfolios spanning lawn & garden, pet care and veterinary markets.
- Develop integrated campaigns from concept through final production, establishing visual direction and presenting creative concepts and rationale to marketing, sales, product and client stakeholders.
- Translate complex product, healthcare and marketing information into clear visual communications, balancing creative opportunities with brand, regulatory and audience requirements.
- Manage a high volume of concurrent creative work across digital, print, experiential, presentation, e-commerce and motion/video channels while maintaining quality and brand consistency.
- Provide creative guidance and design feedback to a junior designer, helping strengthen concepts, resolve design challenges and prepare work for stakeholder presentation.
- Led a team onboarding initiative from concept through implementation, bringing together cross-functional input to create a structured framework that improved team processes and was adopted for new creative hires.

FREELANCE DESIGNER

Freelance | Jan 2020 - Present | Remote / Contract

- Partner with small businesses and entrepreneurs to develop brand identities and digital experiences from concept through execution, including logos, visual systems, responsive websites, social creative and print collateral.
- Lead brand development projects from discovery and concept exploration through final delivery, creating cohesive visual identities, brand guidelines and marketing systems across digital and print touchpoints.
- Independently manage client communication, present design concepts and rationale, guide revisions and creative decisions, and oversee projects through final production.

GRAPHIC DESIGNER

ZIWI USA | Feb 2022 - Dec 2022 | Overland Park, KS

- Served as ZIWI USA's first in-house designer, conceptualizing and executing integrated brand and marketing creative across digital, social, email, e-commerce, print and retail channels.
- Concepted and executed the "Don't Forget the CANDy" Halloween campaign, generating 2.5M Instagram and Facebook views and coinciding with record-breaking October canned food sales.
- Developed e-commerce creative for Amazon and Chewy and supported a major packaging redesign and brand refresh through launch, social and digital assets.
- Collaborated with teams across the U.S., New Zealand, Europe and Canada to create market-ready assets while maintaining a unified global brand identity.