

JOHANNAH BALTUS

BRAND DESIGN & STRATEGY | johannahbaltus@gmail.com | 503.758.7416 | joiscreative.com

Brand Designer with 10 years of experience translating organizational strategy into cohesive brand experiences across digital, print, environmental, and campaign touchpoints. I help organizations become more coherent by building thoughtful visual identities, scalable design systems, and meaningful experiences that connect with people. Equally comfortable shaping big-picture creative direction and crafting the details that bring a brand to life, I thrive in collaborative environments where strategy and design work hand in hand.

EXPERIENCE

Brand Designer

MAY 2024 – PRESENT

Private Contractor | Portland, OR

- Led brand identity projects from strategy through execution, creating cohesive visual systems spanning identity, websites, campaigns, and supporting collateral for regional clients.

Brand Designer, Marketing Manager

JANUARY 2025 – MARCH 2026

Northwest Association for Blind Athletes | Vancouver, WA

- Concepted and art directed the organization's flagship fundraising event, designing an immersive visual identity that helped generate more than \$1M in revenue—the highest in organizational history.
- Designed the visual identity and marketing system for the flagship event to be scaled across regional markets.
- Built scalable brand asset systems and templates adopted across teams, ensuring consistent application at every touchpoint.
- Scaled and standardized NWABA's visual identity across web, print, and events, improving brand consistency and accessibility compliance.
- Developed integrated campaign creative across print, digital, email, and social, helping break internal fundraising and donor engagement records.
- Managed website updates focused on accessibility and organization news.

Senior Brand Designer, Art Director

JANUARY 2022 – MAY 2024

Children's Cancer Association / JoyRx | Portland, OR

- Led creative direction and experiential design for five annual fundraising campaigns, translating the JoyRx brand into immersive environments that generated more than \$2M in revenue.
- Partnered with executive leadership to craft presentations and visual narratives for board meetings, major donors, and organizational initiatives.
- Helped evolve and implement a comprehensive rebrand, shaping the visual identity and extending it across print, digital, environmental, and campaign touchpoints.
- Built out systems and training for staff to adapt the new identity and served as a resource for any questions or concerns. Built brand asset libraries and templates to ensure consistent application across teams.
- Managed and mentored a two-person design team, actively creating growth opportunities for each person and elevating overall output quality across campaigns and events.

Digital Designer

DECEMBER 2016 – SEPTEMBER 2021

Pendleton Woolen Mills | Portland, OR

- Developed digital design systems and style guides that modernized the customer experience while honoring Pendleton's 150-year heritage.
- Designed digital campaigns, web experiences, and print collateral that strengthened seasonal storytelling across channels.
- Project-managed a multi-vendor email optimization initiative to improve customer purchase flow and post-purchase communication.
- Led UX and UI design for a full website replatform, prioritizing ADA compliance and brand trust, delivering a design that doubled Cyber Weekend revenue in its first year.

EDUCATION

Bachelor of Arts in Digital Design, minor in Business Administration

University of Oregon