

Senior Creative Designer

Jake Johnson

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About me

With over 10 years of creative design experience, I currently work as a Senior Creative Designer at COUCH Health, a Manchester-based agency focused on creative patient engagement. I am dedicated to developing visual solutions that capture the essence of our clients' values, vision, and identity. I strongly believe in the positive influence of creativity and aim to leave a lasting impact through my work.

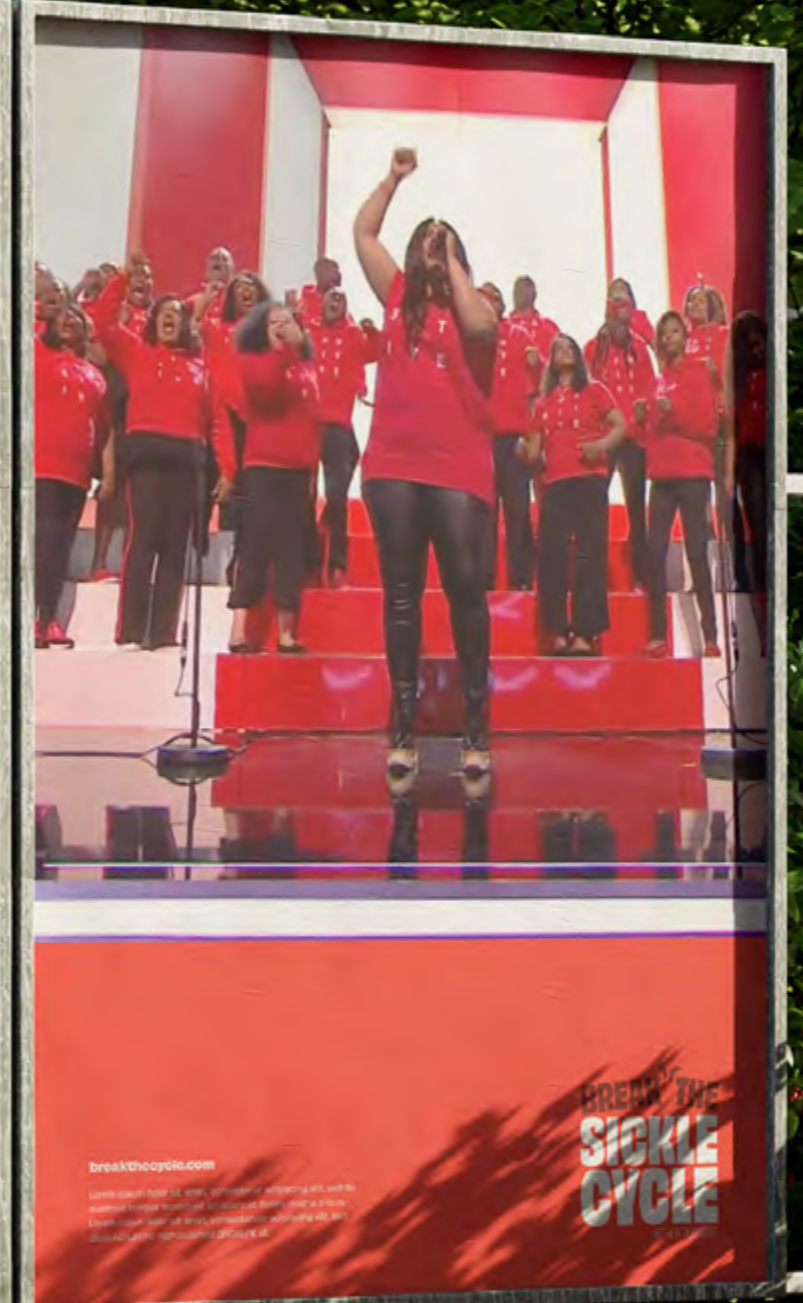
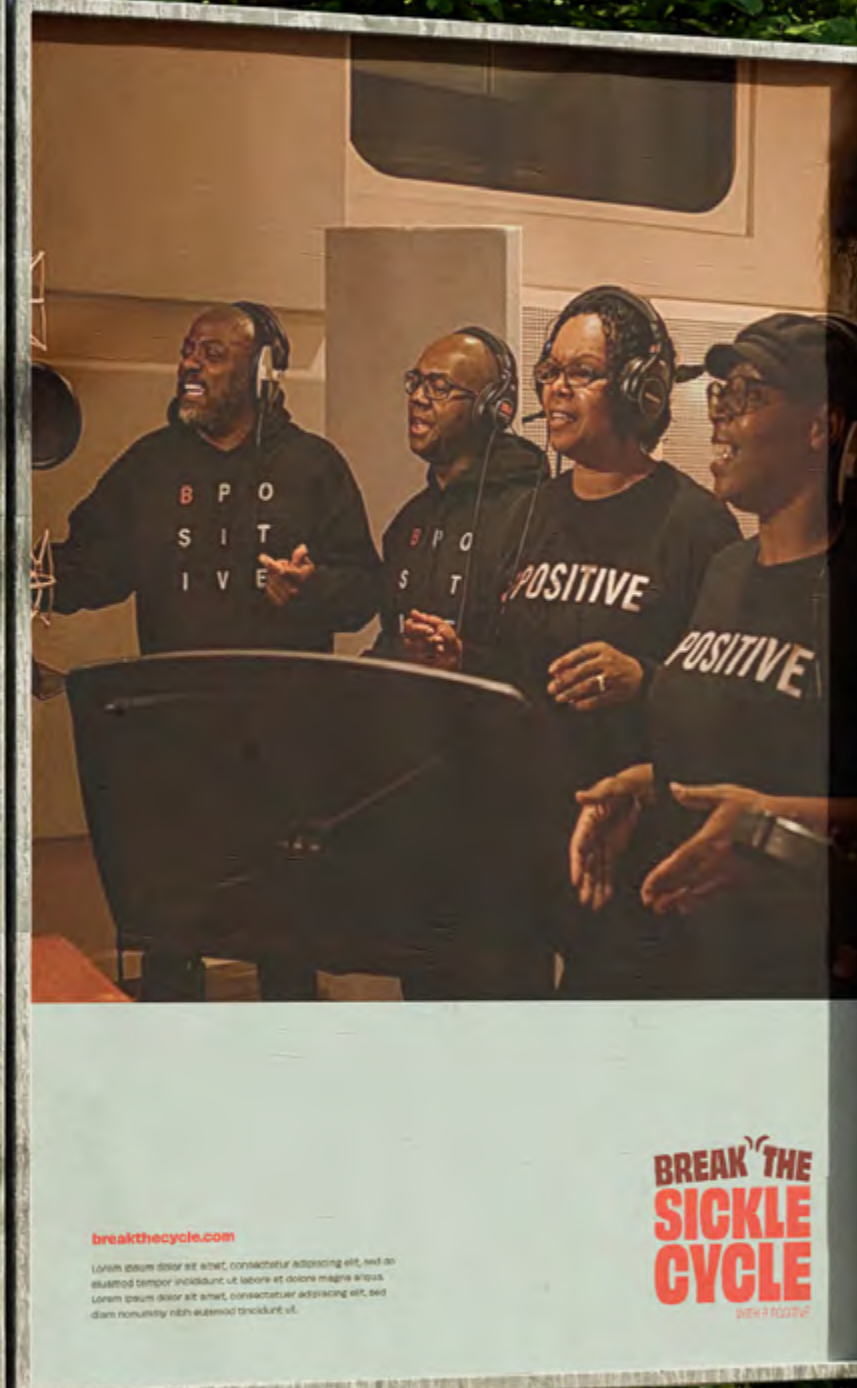
I have overseen and delivered a large variety of projects for a wide range of clients within the pharmaceutical and healthcare industries. I have a knack for understanding and anticipating my clients' needs, transforming them into cohesive and compelling design outcomes. My expertise lies in creative design, visual communication, branding, and identity, with a strong emphasis on detail, quality, culture, and aesthetics. I am also a collaborative leader, who takes pride in mentoring and empowering a small team of skilled designers.

My work

Break the Sickle Cycle – Internal	01 →
Break the Sickle Cycle – External	02 →
Better Collaboration for Better Health	03 →
Demand Diversity – Patient Guide	04 →
Dream FM	05 →
Various Projects & Brands – 2014-2024	06 →

Break the Sickle Cycle (Internal)

Creative Direction, Branding and Identity, Campaign Design, Experience Design



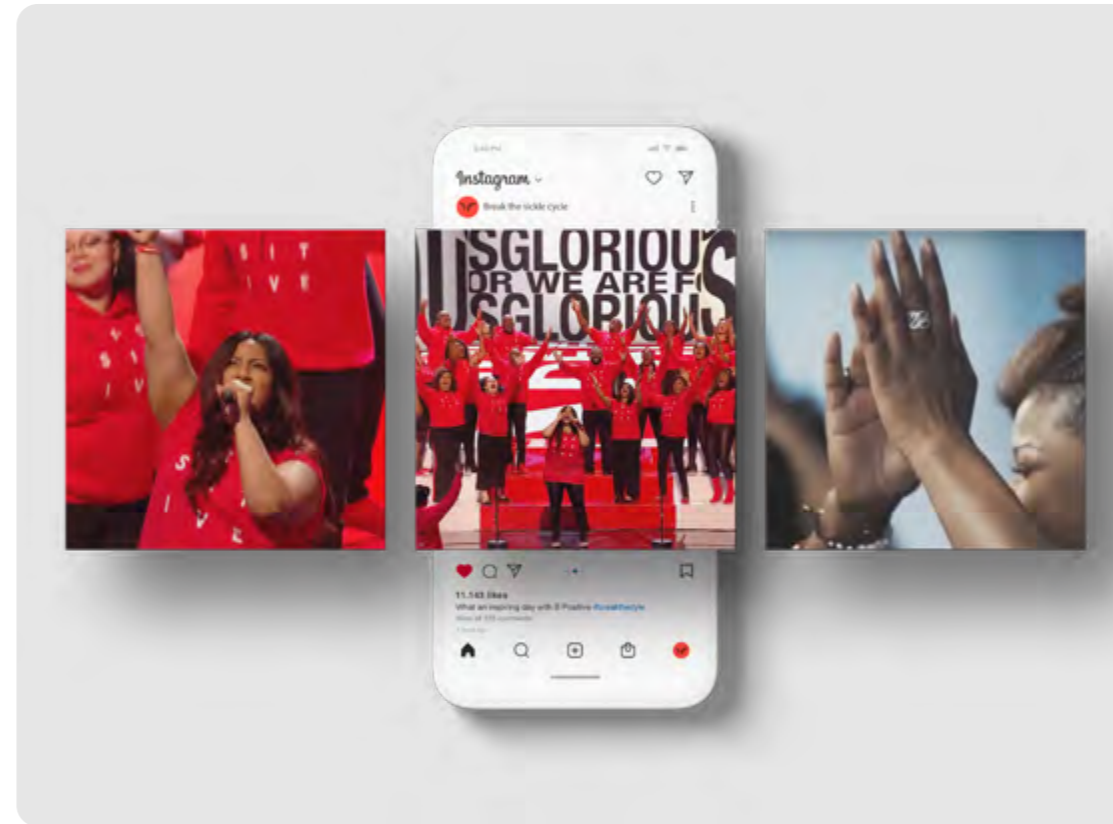
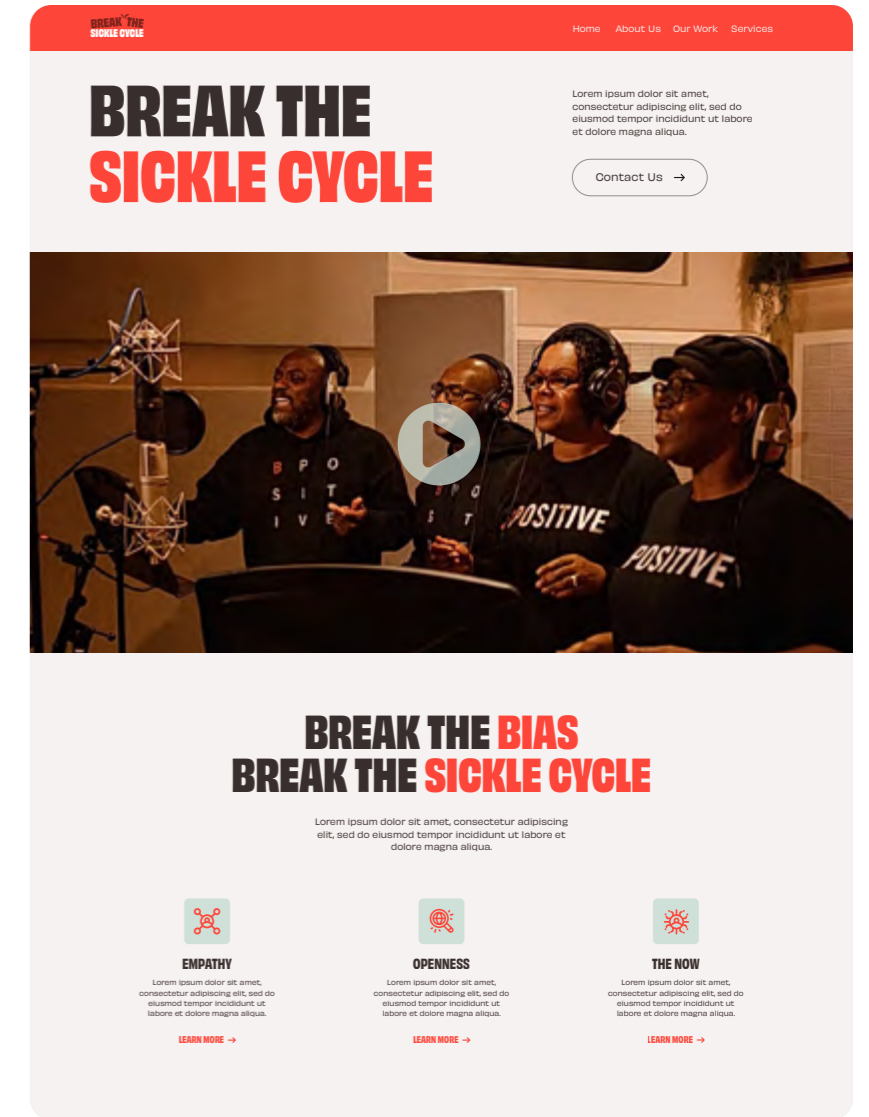
Break the Sickle Cycle (Internal)

Creative Direction, Branding and Identity, Campaign Design, Experience Design

For Novo Nordisk’s internal campaign, *Break the Sickle Cycle*, I led the creative direction and developed a bold visual identity aimed at breaking down barriers and biases surrounding Sickle Cell treatment. Central to the campaign is the involvement of the B Positive Choir—known for their powerful performances inspired by their experiences with Sickle Cell. This collaboration forms the emotional core of the campaign, connecting healthcare professionals with the patient experience on a deeper level.

The bold visual identity uses striking red tones and playful typography to symbolize both urgency and hope. The campaign concept includes a launch event where the choir would perform live for employees and healthcare professionals, setting the stage for continued education and engagement.

My role encompassed creative direction, branding, campaign design, and experience design, ensuring that the message lands with impact and purpose.



Break the Sickle Cycle (External)

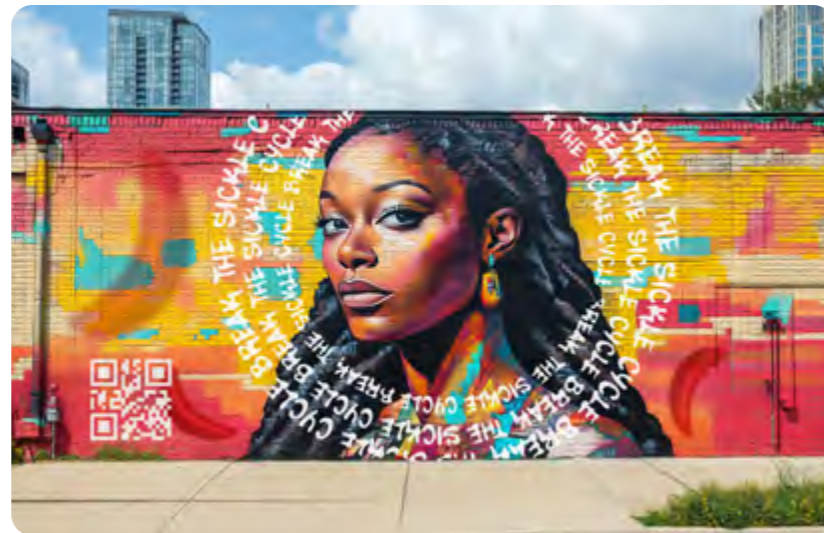
Creative Direction, Branding and Identity,
AI Prompts, Campaign Design

Break the Sickle Cycle (External)

Creative Direction, Branding and Identity, AI Prompts, Campaign Design

This external campaign concept was designed to engage healthcare professionals by highlighting the communities their patients come from—under-served urban areas in the US where Sickle Cell Disease (SCD) is prevalent. I led the creative direction, branding, and identity, using AI prompts through MidJourney to help explore the visual style. Drawing inspiration from the street art and murals that are a natural part of these communities, I developed bold, lifelike portraits of individuals living with SCD. These thought-provoking visuals were enhanced with abstract elements, ensuring they captured both attention and emotion.

By featuring these murals on buildings near hospitals and HCP colleges, the campaign sought to evoke a sense of injustice and the urgent need for change. We envisioned collaborating with a street artist living with SCD to deepen authenticity. Augmented Reality (AR) could further enhance the murals, sharing stories of unconscious bias to create a powerful connection between HCPs and the communities they serve.



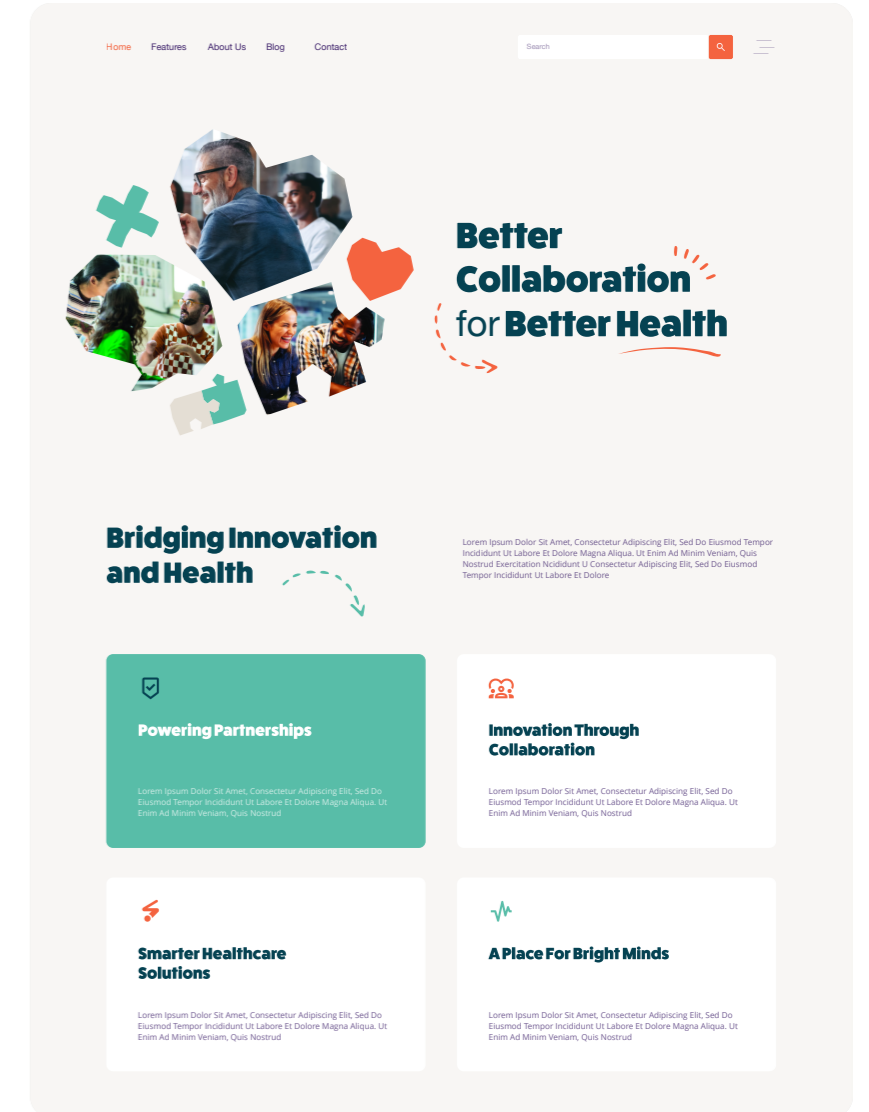
Better Collaboration for Better Health

Brand and Identity, Typography, Creative Design, Digital Design, Print Design



Better Collaboration for Better Health

Brand and Identity, Typography, Creative Design, Digital Design, Print Design



For the Better Help for Better Collaboration project, I crafted an internal brand for the University of Sheffield, designed to strengthen connections between university staff, healthcare professionals, and researchers. My role involved creating the initial mood boards, developing the branding and identity, and designing both print and digital assets.

The concept revolved around hand-drawn mark-ups, which added a personal, human element to the initiative. Paired with bold and playful typography, the design stood out from conventional academic branding, making the project feel approachable, creative, and tailored to fostering genuine collaboration.



Demand Diversity Patient Guide

Branding Roll-out, Interactivity, Creative Artworking, Digital Design, Print Design



The road to inclusive clinical trials

It's important to consider the needs and preferences of LGBTQIA+ patients and service users and clinical trial participants. Here are some key considerations and actions you can take at each stage to ensure participation is more inclusive:

1. **Check for an open to all sign to the website**

2. **Consider the needs and preferences of LGBTQIA+ patients and service users and clinical trial participants**

3. **Consider the needs and preferences of LGBTQIA+ patients and service users and clinical trial participants**

4. **Consider the needs and preferences of LGBTQIA+ patients and service users and clinical trial participants**

Personal passports

Our patient passport, designed with LGBTQIA+ needs and preferences in mind, can benefit your patients, service users and clinical trial participants. We asked people what they most want to include on their personal patient passport - here's what they told us:

- 84% given name
- 79% gender identity
- 79% pronouns
- 84% sexual orientation

Click here to download your patient passport to share with your patients and network.

We'd recommend introducing patient passports in your practice as early as possible in the care pathway.

Patient passport

Example:

Given Name: _____

Pronouns: _____

Gender Identity: _____

Sexual Orientation: _____

Who we spoke to

In total, we spoke to 154 HCPs and 258 LGBTQIA+ patients and service users.

17 people across the UK and 125 HCPs

8 LGBTQIA+ individuals

3 HCPs

155 HCPs

25% from the UK

75% from the UK

See our **Insights** for a full demographic breakdown of survey participants.

Watch your language!

Firstly, what does LGBTQIA+ mean?

Let's break it down...

L **Lesbian** - a woman who is sexually and/or emotionally attracted to women. Some trans and non-binary people may also use this term.

Q **Queer** - a general term for people who are not straight or cisgender.

I **Intersex** - people whose sex characteristics don't fit the typical definitions of male or female.

A **Asexual** - people who do not experience sexual attraction.

T **Trans** - people whose gender identity differs from the sex assigned at birth.

G **Gender diverse** - people whose gender identity, role, or expression differs from the cultural and societal expectations associated with their assigned sex.

I **Invisible** - people whose gender identity or expression is not visible to others.

A **Atypical** - people whose gender identity or expression is not typical.

+ **Other** - people whose gender identity or expression is not covered by the above terms.

What is sex and gender diversity?

Sex and gender are key social determinants of health - meaning they influence who is affected by certain diseases, if and how an individual receives treatment, and what their outcomes are. It's important to recognise that sex and gender are not the same thing, and there is so much diversity within each that needs to be explored...

The current understanding of sex and gender diversity within the healthcare system needs improvement, and is contributing to widening health inequalities for LGBTQIA+ people.

We're here to change that.

Head to our **Blog** for more on LGBTQIA+ health.

Beyond the binary: a guide to LGBTQIA+ inclusive healthcare

GUIDE FOR HEALTHCARE PROFESSIONALS

An evidence-backed accessible guide on how to provide LGBTQIA+ inclusive and gender-affirming care.

CO-CREATED WITH LGBTQIA+ COMMUNITIES AND HEALTHCARE PROFESSIONALS

CO-CREATED MATERIAL

Simple gestures can make a big difference

Small details matter when it comes to everyday inclusion, particularly in healthcare settings. Don't underestimate the impact of subtle yet powerful signs of allyship.

80% of LGBTQIA+ people prefer a rainbow stethoscope if there were one.

Contents

1. Why you should care

2. What is sex and gender diversity?

3. How to be an ally

4. Simple gestures can make a big difference

5. Personal passports

6. Beyond the binary: a guide to LGBTQIA+ inclusive healthcare

7. Watch your language!

8. The road to inclusive clinical trials

9. Patient passport

10. Who we spoke to

11. What is sex and gender diversity?

12. Simple gestures can make a big difference

13. Contents

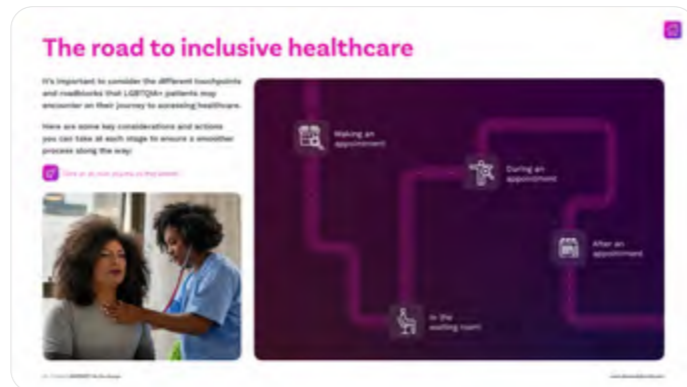
Demand Diversity Patient Guide

Branding Roll-out, Interactivity, Creative Artworking, Digital Design, Print Design

[View the full guide here](#) →

For this Demand Diversity project, I was tasked with creating an interactive guide aimed at educating healthcare professionals on the unique challenges and barriers LGBTQ+ patients face within the healthcare system. The guide needed to not only inform but engage, taking HCPs on an immersive journey through these critical nuances.

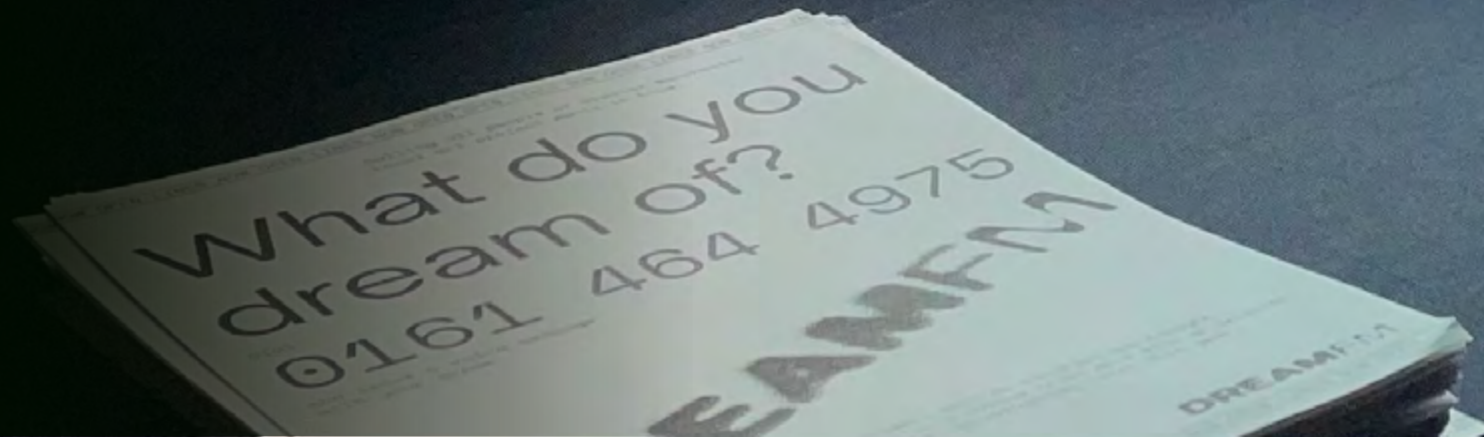
I developed a visually compelling brand identity and designed interactive elements that allowed users to actively engage with the content. The guide featured a series of interactive pages, each crafted to highlight different patient experiences and barriers, making the learning experience dynamic and thought-provoking. My role encompassed the entire creative process, from branding and digital design to interactive and print design, ensuring the guide was both visually impactful and educationally effective.



Dream FM

Branding, Logo Design, Print Design,
Web Design, Guerrilla Marketing

DREAMFM

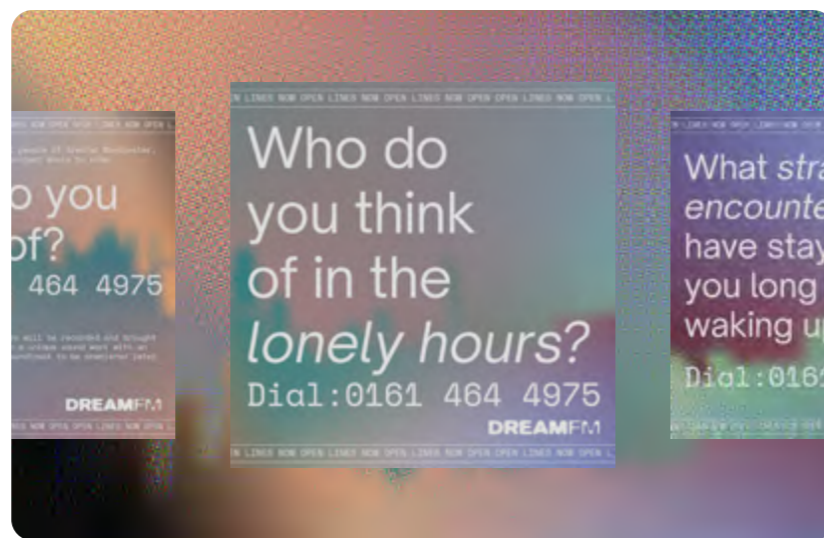
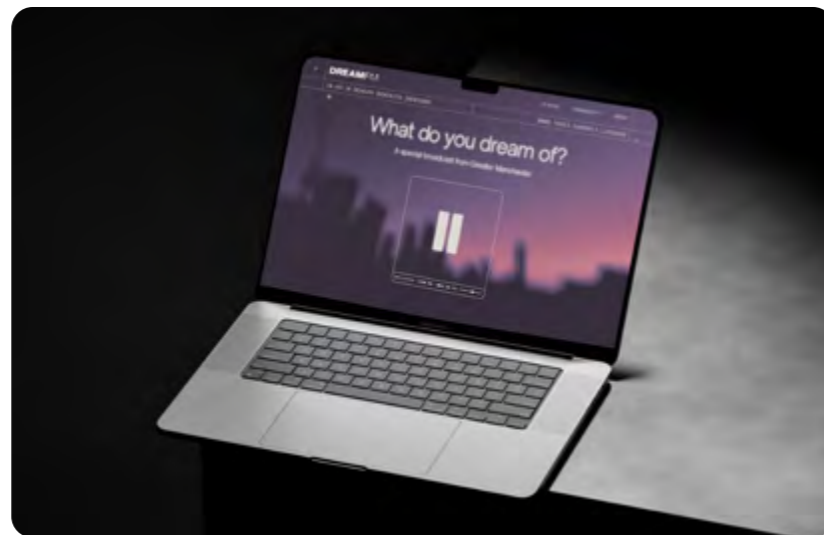


Dream FM

Branding and Identity, Logo Design, Print Design, Web Design, Guerrilla Marketing

In early 2021, I was commissioned by two local artists to craft the identity for DREAM-FM, a performance piece and sound artwork rooted in themes of isolation, late-night connections, and the underground spirit of Manchester. The goal was to create an adaptable identity that could seamlessly work across various channels while being cost-effective to print, modify, and distribute.

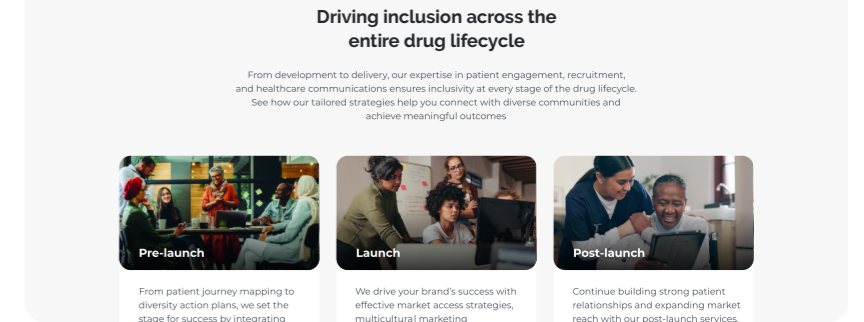
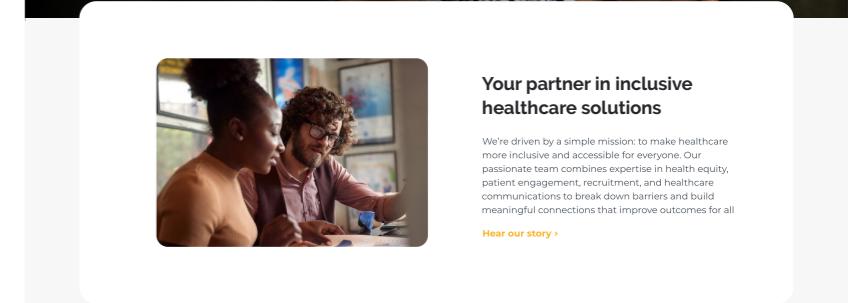
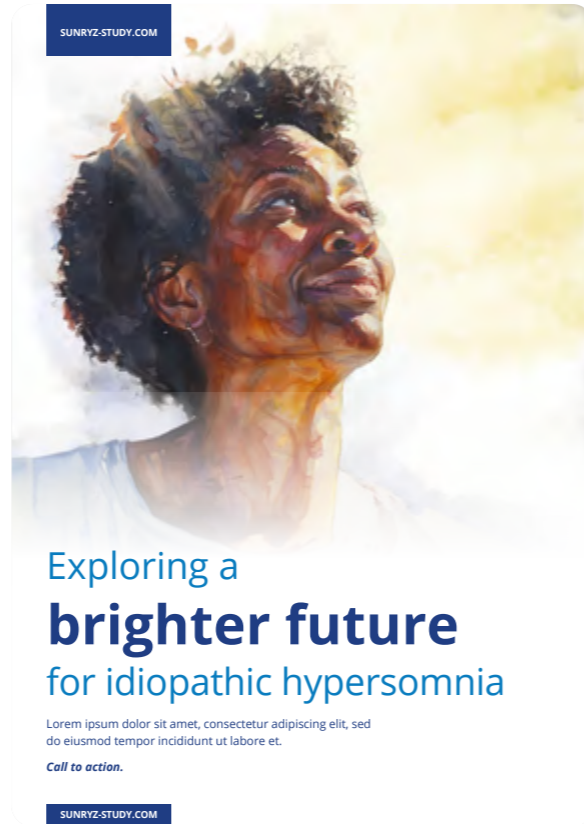
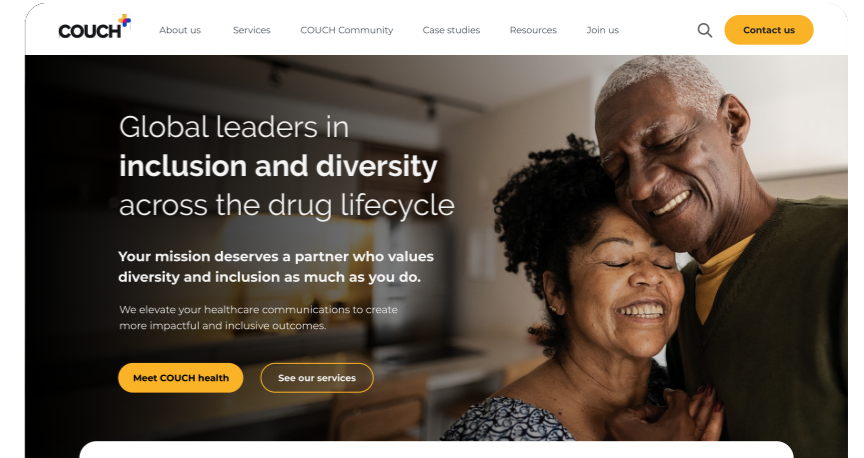
Inspired by pirate radio, forgotten rave posters, and the moody atmosphere of late-night Manchester, I developed a gritty, nostalgic visual language that captured the essence of the project. In addition to a guerrilla poster campaign inviting the public to record their dreams as part of the sound artwork, I also designed a website to host the final artwork and created digital and animated assets for social media engagement.



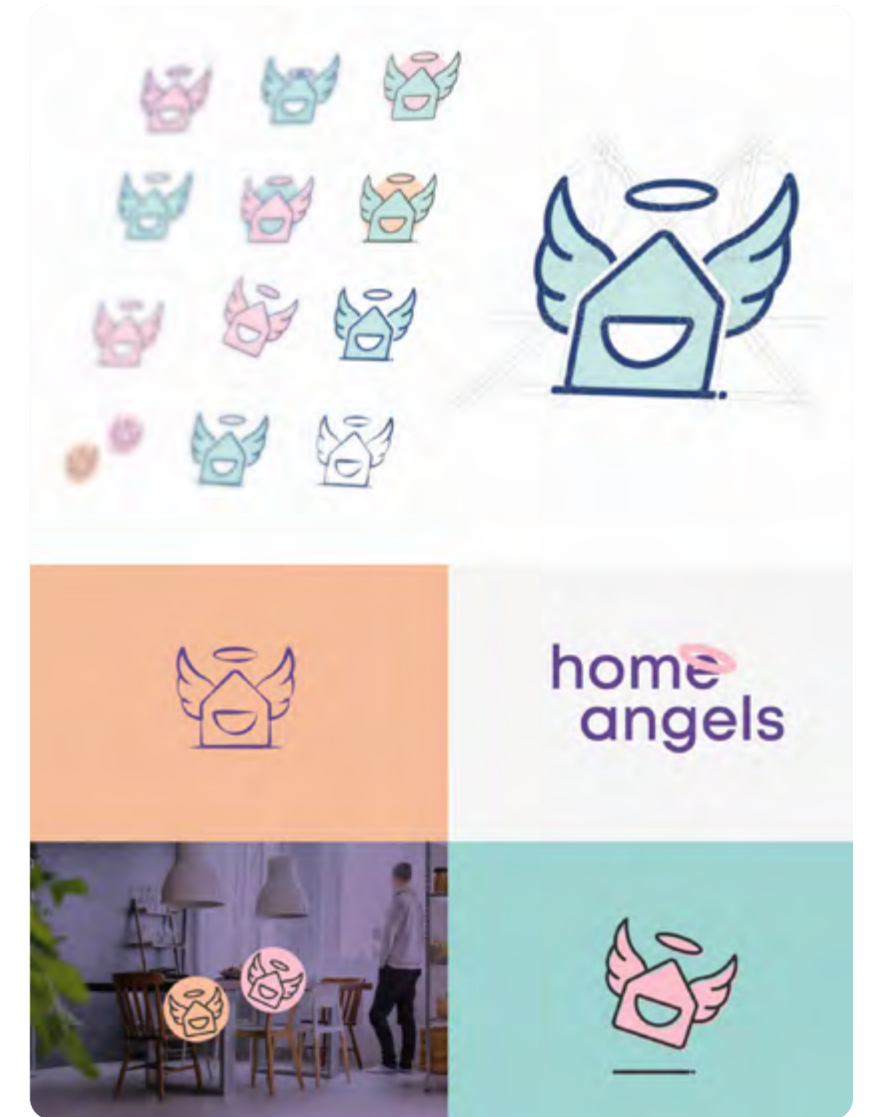
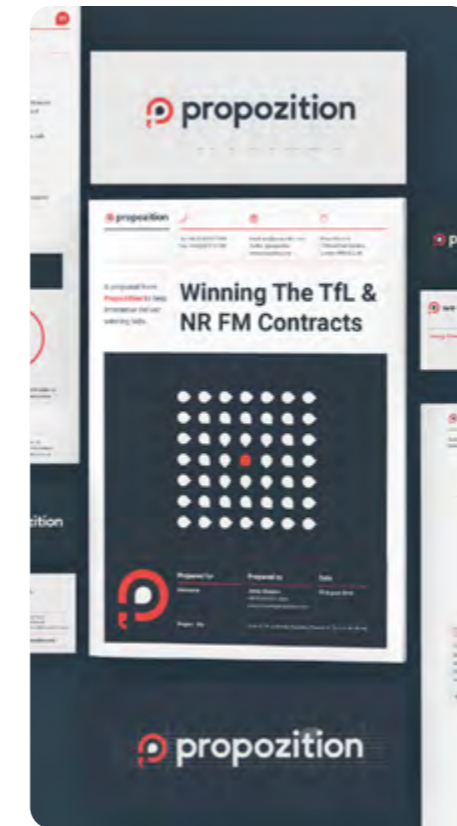
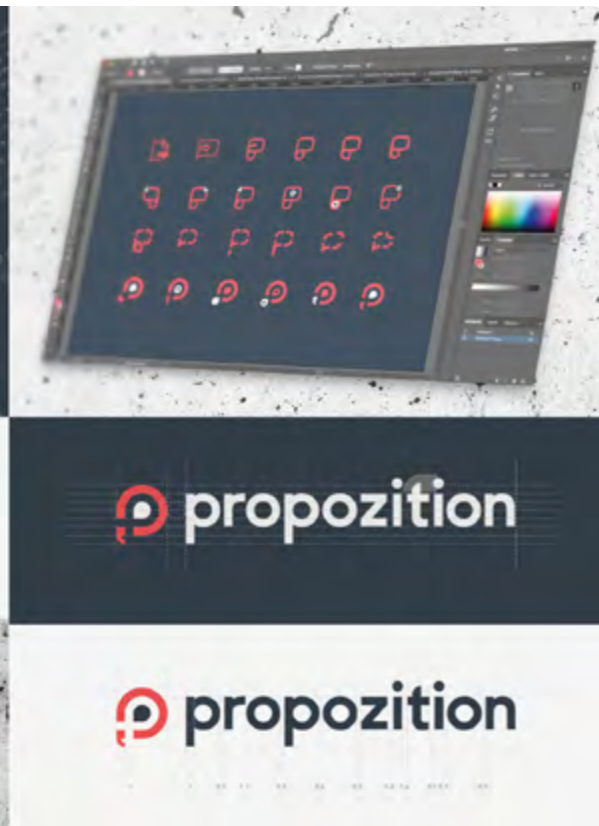
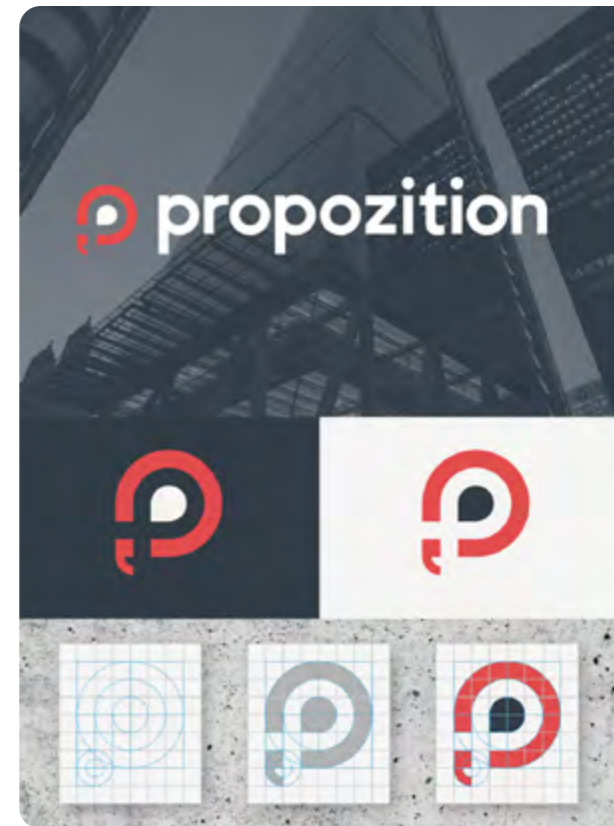
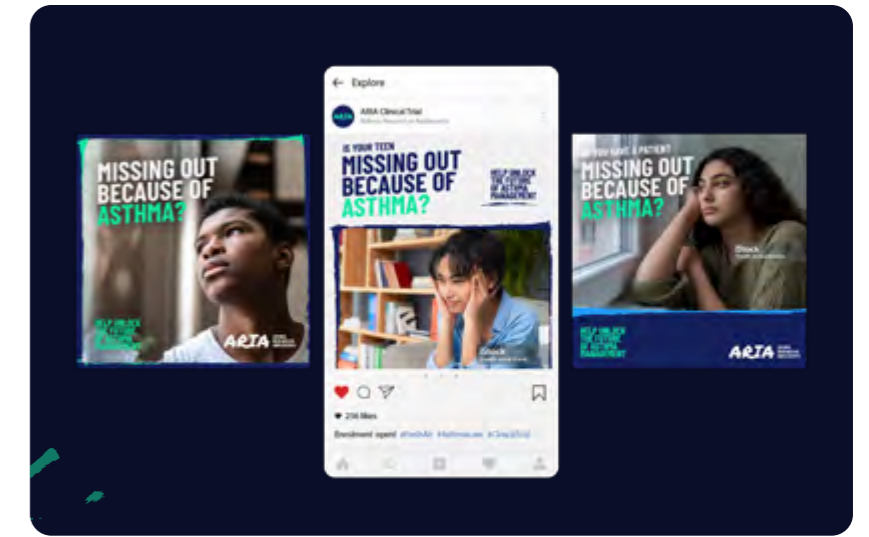
Various projects and brands 2014-2024

Creative Direction, Branding and Identity,
AI Prompts, Campaign Design, Photography,
Web Design, Print Design, Animation





Portfolio 2024



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Let's make something beautiful together.

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