



Jake Johnson

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.

+44 (0) 7977 766192

hello@jakejohnson.design

[LinkedIn](#)

[Portfolio](#)

EXPERIENCE

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, and motion design 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.

SENIOR CREATIVE → DESIGNER

couchhealth.agency

COUCH HEALTH

March 2022 - Ongoing

At COUCH Health I am responsible for crafting engaging and thoughtful patient-centric design outcomes. As part of a small team I create brands, identities, websites, animation, digital, and print materials for a wide range of clients within the pharmaceutical industry. I also excel in my creative and art direction when on set or pitching to prospective clients. Part of my role I'm passionate about is managing and mentoring my small team, which includes a digital design apprentice currently enrolled at MMU School of Art and Design

CREATIVE DESIGNER

alpharmaxim.com

→ ALPHARMAXIM HEALTHCARE COMMUNICATIONS Nov 2018 - March 2022

Collaborated with senior designers and art-workers to create identities, creative concepts, launch videos, conference branding, and medical documents. Produced a wide range of digital, print, and animation assets for clients within the pharmaceutical industry. Worked to strict, often tight deadlines as part of a highly skilled team including account directors, senior copywriters, and managers.

FREELANCE DESIGNER

jakejohnson.design

→ JAKEJOHNSON.DESIGN Nov 2018 - March 2022

Operated a small but productive design practice, crafting brands, websites, and print materials for diverse clients from local charities to established agencies. Managed all aspects of the business, including lead generation and customer journey design. Whilst studying (2013-2016) I maintained a paid position at Ear to the Ground where I collaborated with marketing teams on large projects for high-profile clients such as Nike, Adidas, UEFA, and Santander.

BACHELOR OF ARTS

→ GRAPHIC DESIGN - SALFORD UNIVERSITY 2013 - 2016

Covering a wide range of topics from production processes, type design to illustration. Over the three years entering various competitions and live briefs gaining large client experience and industry exposure.

INTERESTS ↓

A lot of my free time is spent continuing with my design work, I'm always researching new designers, trends and technology to be influenced by. I also have a keen interests in photography, modern art, architecture and cinema.

Outside of visual culture I'm a keen cyclist (yet to go full Lycra) and runner, I ride fixed gear through the city and I spend many weekends on the peaks. In 2024 I completed the Great Manchester Run and raised over £1200 for the Alzheimer's Society

PERSONAL PROJECTS ↓

- Designing, manufacturing and selling a series of screen-printed t-shirts
- Producing a podcast about art-house cinema (1st ep soon!)
- Learning to code and design for the web from scratch via www.superhi.com
- Identity, poster campaign, and web presence for Local art project DREAM.FM