

WELCOME TO MY
PORTFOLIO

@2025

Maddison Johnson



Maddison Johnson Portfolio 2025

Social Media

Information:

I created these social media posts for a small business called La Cocina de Selena, with the goal of enhancing their online presence and reaching a broader audience. Each post was designed to be easily cross-posted across different platforms, maintaining visual consistency and brand identity. To connect with a wider customer base, I developed both English and Spanish versions of the content, ensuring the messaging was accessible and culturally inclusive.



Programs:

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

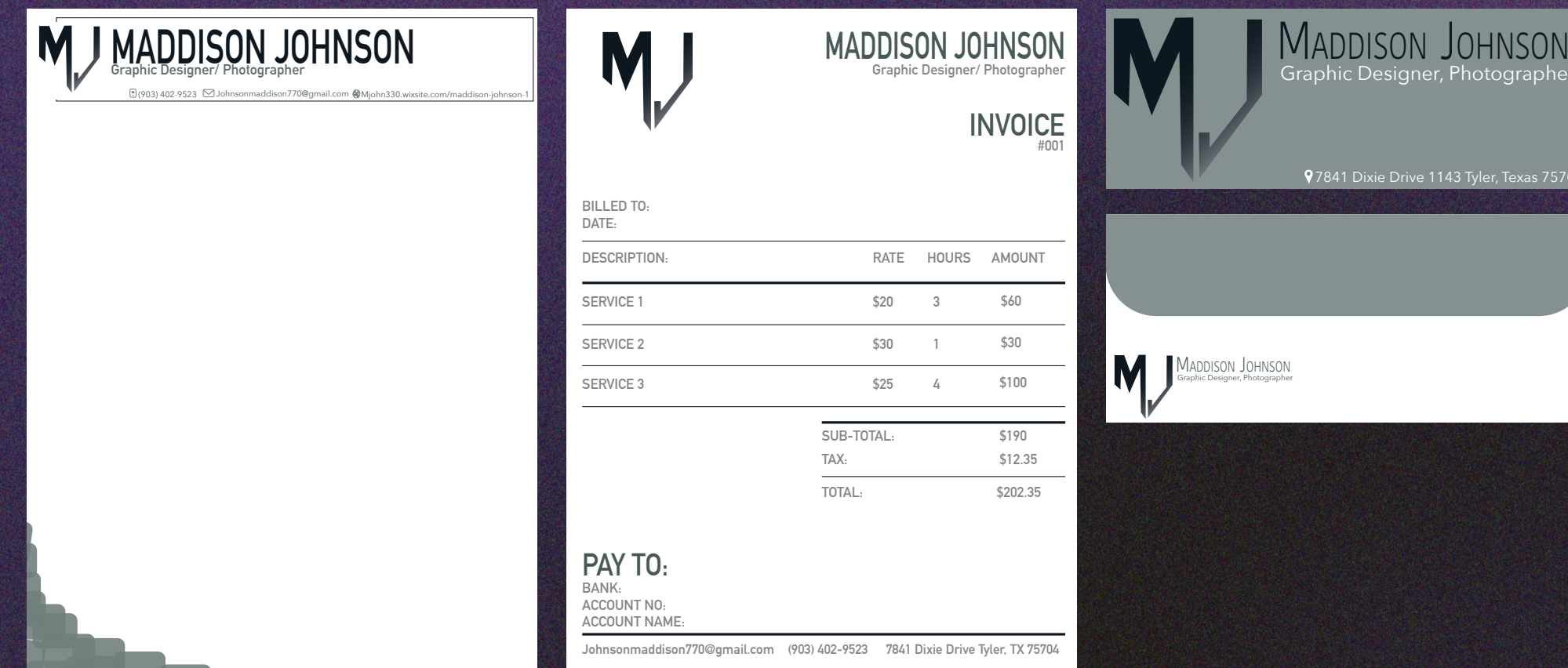
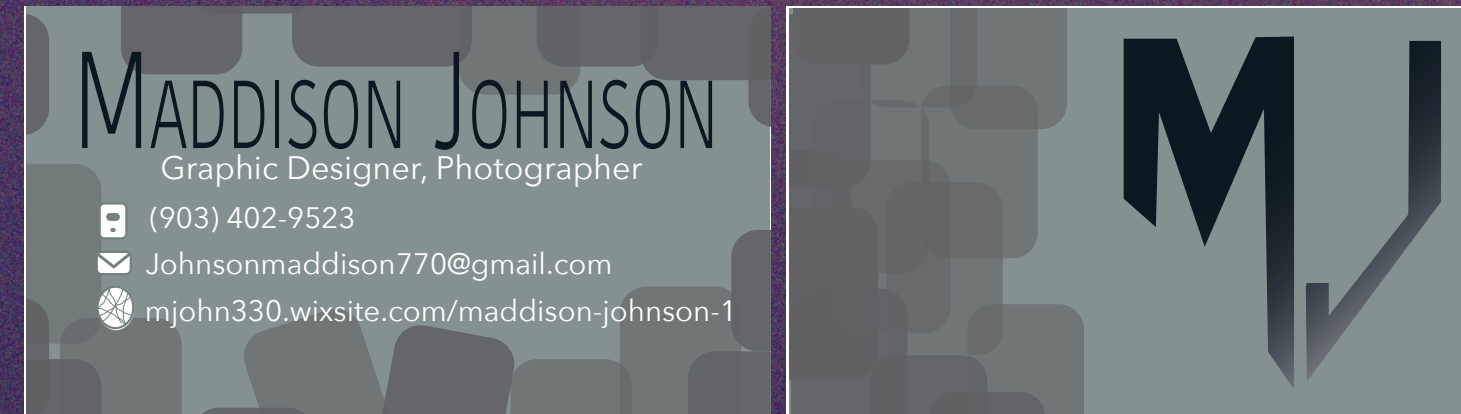


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Stationary/Invoice

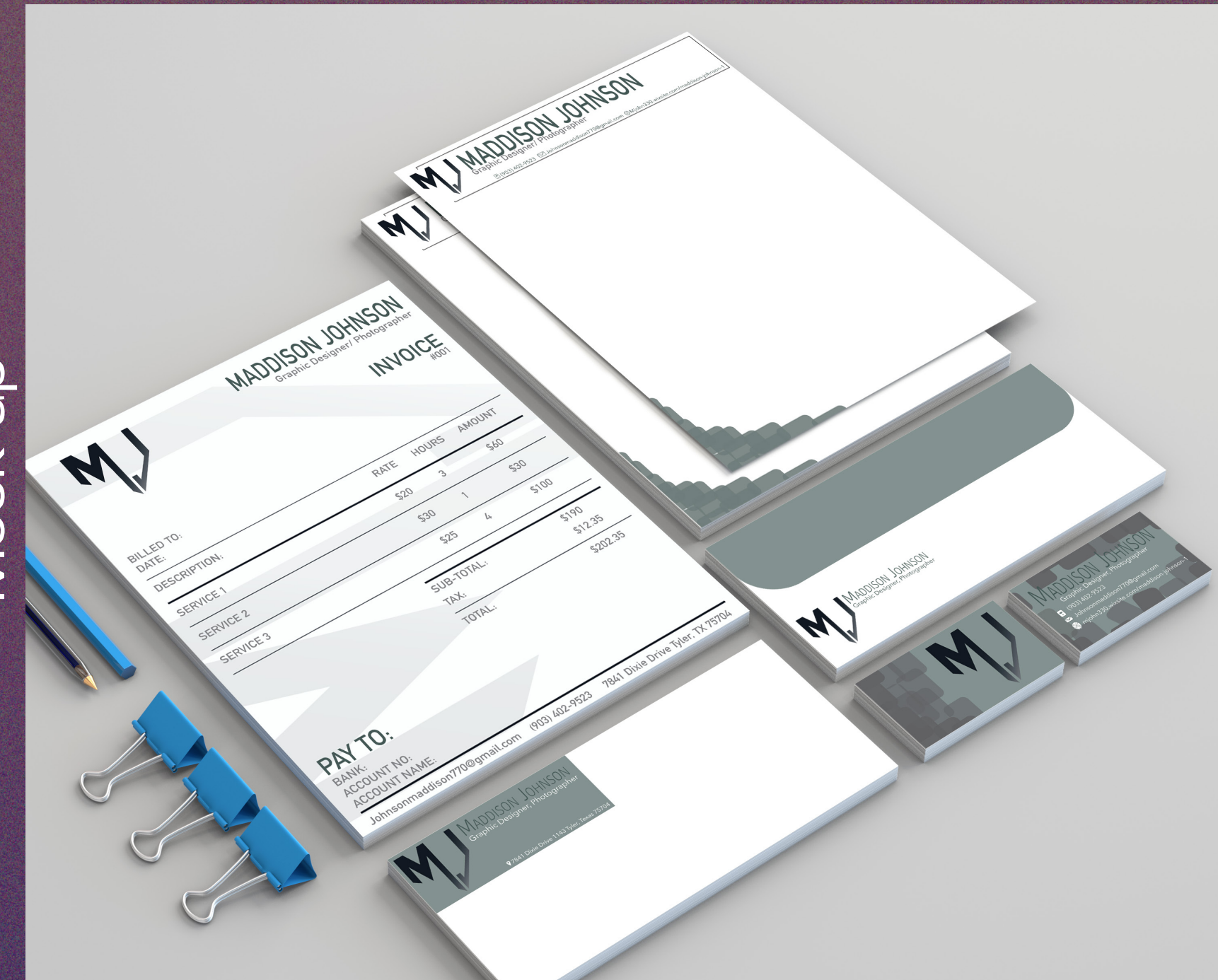
Information:

This is my personal stationery and invoice design, which I created to reflect my professional brand. I designed it using Adobe InDesign, Photoshop, and Illustrator to ensure a polished and cohesive look. The layout and typography were carefully chosen to enhance readability and visual appeal.



Flat

Mock-up



Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Newsletter

Information:

This is a newsletter front page I designed for a class project, focusing on an environmental law firm. The assignment required a three-color print job and an in-house advertisement, challenging me to balance design and functionality. I used Adobe Photoshop, Illustrator, and InDesign to incorporate strong typography and editorial layout skills.



Flat

Mock-up



Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Editorial

Mock-up

Information:

I designed this two-page spread as part of a digital imaging class assignment. Using Adobe InDesign, I carefully arranged the layout to create a visually engaging composition. The project required a two-color design, which challenged me to make strategic color choices for a strong visual impact.

How to be EFFECTIVE

How do you become more effective in your work or in your studies? Well, to answer that question we would first need to understand the causes of the ineffectiveness. You can't start treatment before the diagnosis. Here are four important aspects of effectiveness to keep in mind:

THE CAUSE

Try to locate the source to the problem. When did you first start to become ineffective, have you always been like this and so forth. Once you think you know the cause of the problem it becomes a lot easier to deal with it. For instance, some people start to become ineffective when their favorite TV show is on and they lose grip of their work. Other people tend to be more effective during the cooler periods of the year and drop in efficiency as soon as the sun returns. No matter what it is, try to locate the source of the problem. If you want to rid yourself of the disease you need to find the root cause, otherwise all you're doing is simply treating symptoms.

circumstances. There are numerous ways of quantifying your effectiveness. A simple way of doing this is by starting out the day by defining how much work or how much studies you need to have done by the end of the day. Once you've made a list of all the tasks that need to be done, you can then at the end of the day look back and see how much was actually finished.

DO SOMETHING ABOUT IT

To become more effective you need to have a strong sense of purpose with your work. If you haven't defined your goals in explicit terms you won't really know when you've reached them or how much is left. If you haven't done so already I would advise to do so before proceeding any further. Clearly defined goals aren't the only thing that is needed. You also need to focus, the more you focus the more things you get done. Don't procrastinate and never put important work to the side, get it done and get it done immediately (if it's vitally important of course).

KNOW WHERE YOU STAND

Before you begin trying to ameliorate the problem it's important that you understand the magnitude of the problem. You need to measure it's scope, how ineffective have you become, how much more effective do you want to be and so forth. Posing questions such as these will enable you to understand the depth of the given



ALWAYS EVALUATE

Evaluation is of immense importance. If you don't evaluate how much work you've done, you won't know if you've been effective or not.



Always look back and see if the work you did today moved you any closer to the goals you wanted to reach eventually. By measuring your actions in terms of your long-term goals, you get a better sense of what's important and what's not as important. Regular assessment also helps you identify patterns in your progress, allowing you to make necessary adjustments along the way. Without evaluation, you risk repeating the same mistakes and missing opportunities for growth.

Finally, if you truly want to be effective you have learned to control yourself. Don't get distracted by everything little thing that shows up, if you want to be more effective you'll have to force yourself to be more effective.

ABDERISAK ADAM is an author, blog writer and a PhD candidate in the institution of Civil and Environmental Engineering at Chalmers University of Technology. He is also the owner and webmaster of www.study-habits.com, a website dedicated to the discussion of study techniques in the context of higher education.

Techniques to master your own time:

- Carry a schedule and record all your thoughts, conversations and activities for a week.
- Any activity or conversation that's important to your success should have a time assigned to it.
- Plan to spend at least 50 percent of your time engaged in the thoughts, activities and conversations that produce most of your results.
- Schedule time for interruptions. Plan time to be pulled away from what you're doing.
- Take the first 30 minutes of every day to plan your day. Don't start your day until you complete your time plan.
- Take five minutes before every call and task to decide what result you want to attain.
- Put up a "Do not disturb" sign when you absolutely have to get work done.
- Practice not answering the phone just because it's ringing and e-mails just because they show up.
- Block out other distractions like Facebook and other forms of social media unless you use these tools to generate business.
- Remember that it's impossible to get everything done. Also, remember that odds are good that 20 percent of your thoughts, conversations and activities produce 80 percent of your results.

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Programs:
Adobe InDesign

Flat



Maddison Johnson

Portfolio 2025

Package

Information:

I designed this perfume packaging concept using Adobe Illustrator for a class project centered on branding. The product is fictional, allowing me creative freedom to develop a unique visual identity. I opted for a minimalistic aesthetic to convey elegance and modern simplicity. Clean lines, restrained typography, and subtle details were used to emphasize the sophistication of the overall design.



Flat

Mock-up



Programs:

Adobe Illustrator



Maddison Johnson Portfolio 2025

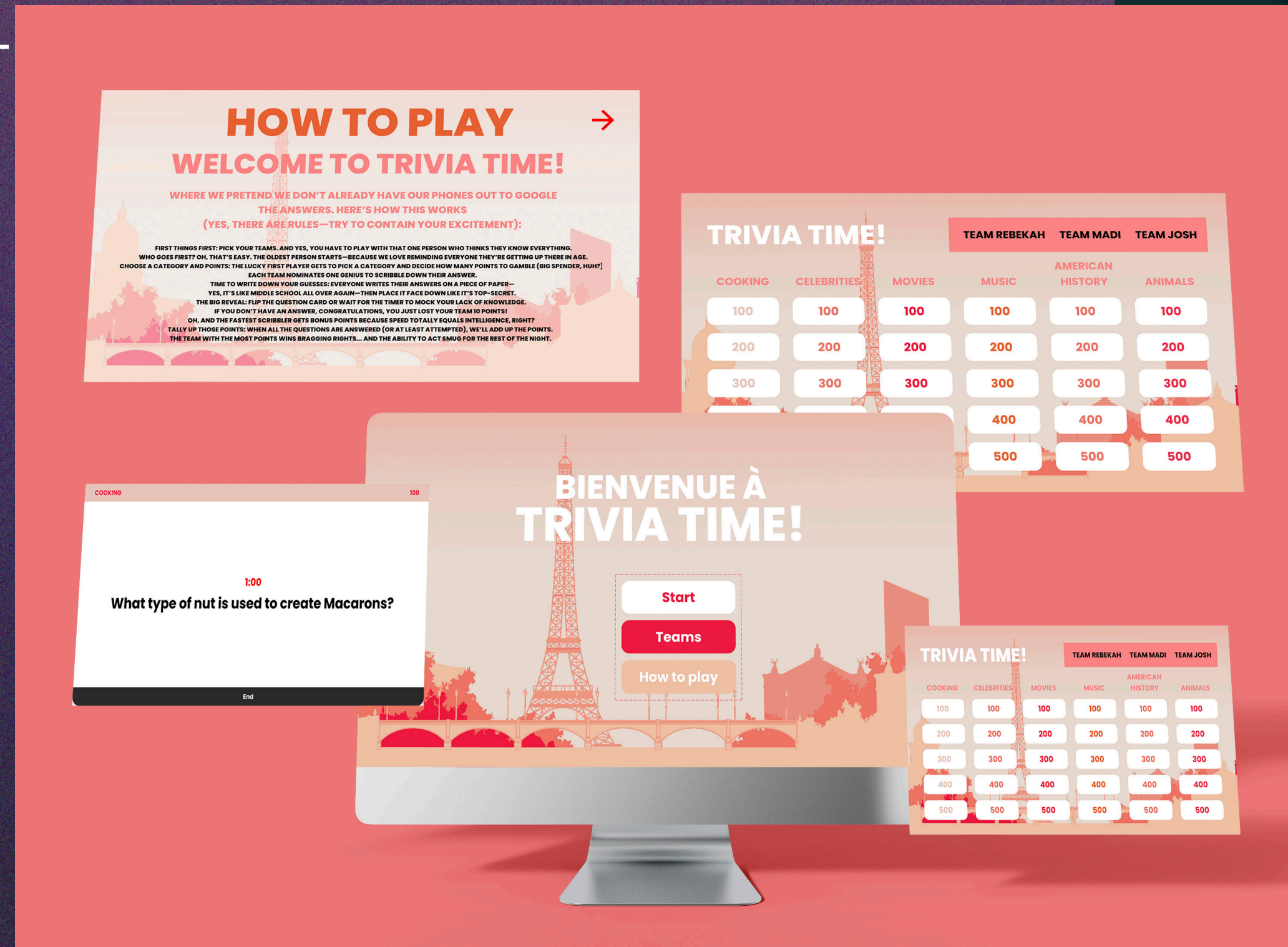
Website/App

Information:

For my final project, I created a fully designed mobile app using Adobe XD, tailored specifically for plant enthusiasts seeking an easy and enjoyable way to care for their plants. The concept focuses on user-friendly features and intuitive navigation, making plant care accessible for users of all experience levels. I chose a clean and simplified design approach to enhance the user interface and ensure a seamless, visually calming experience.

This website was developed as part of a group project where we were tasked with designing a game in Figma and transforming it into a fully functional website using WordPress. We chose to create an interactive trivia game, collaboratively designing the interface, game variables, timer, and animations directly in Figma to establish a cohesive and engaging user experience. After finalizing the design, we exported our assets and implemented them in WordPress, where we coded the functionality and brought the game to life as a fully playable web-based experience.

Mock-up



Programs:
Adobe XD
Figma
Wordpress.org

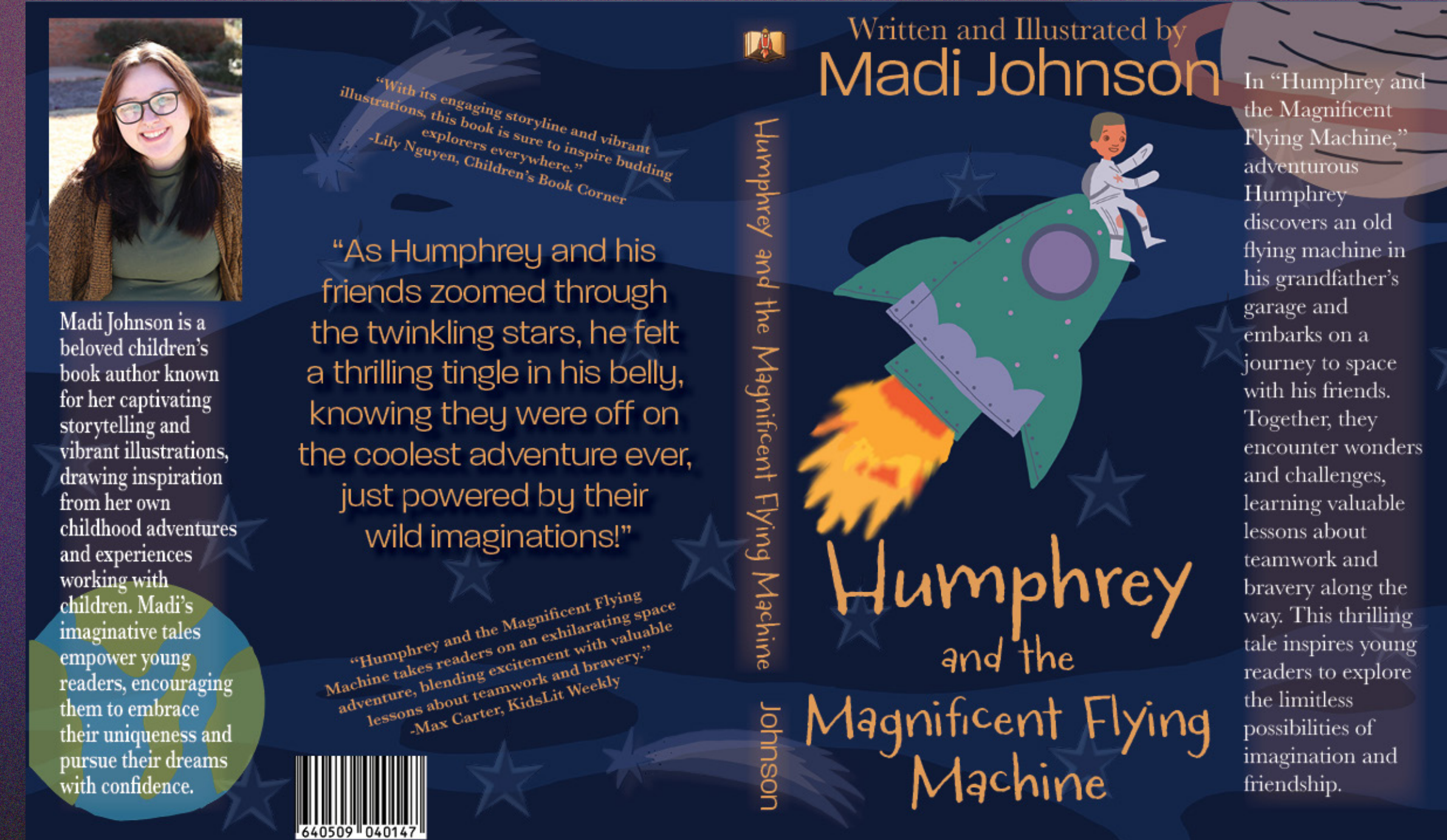
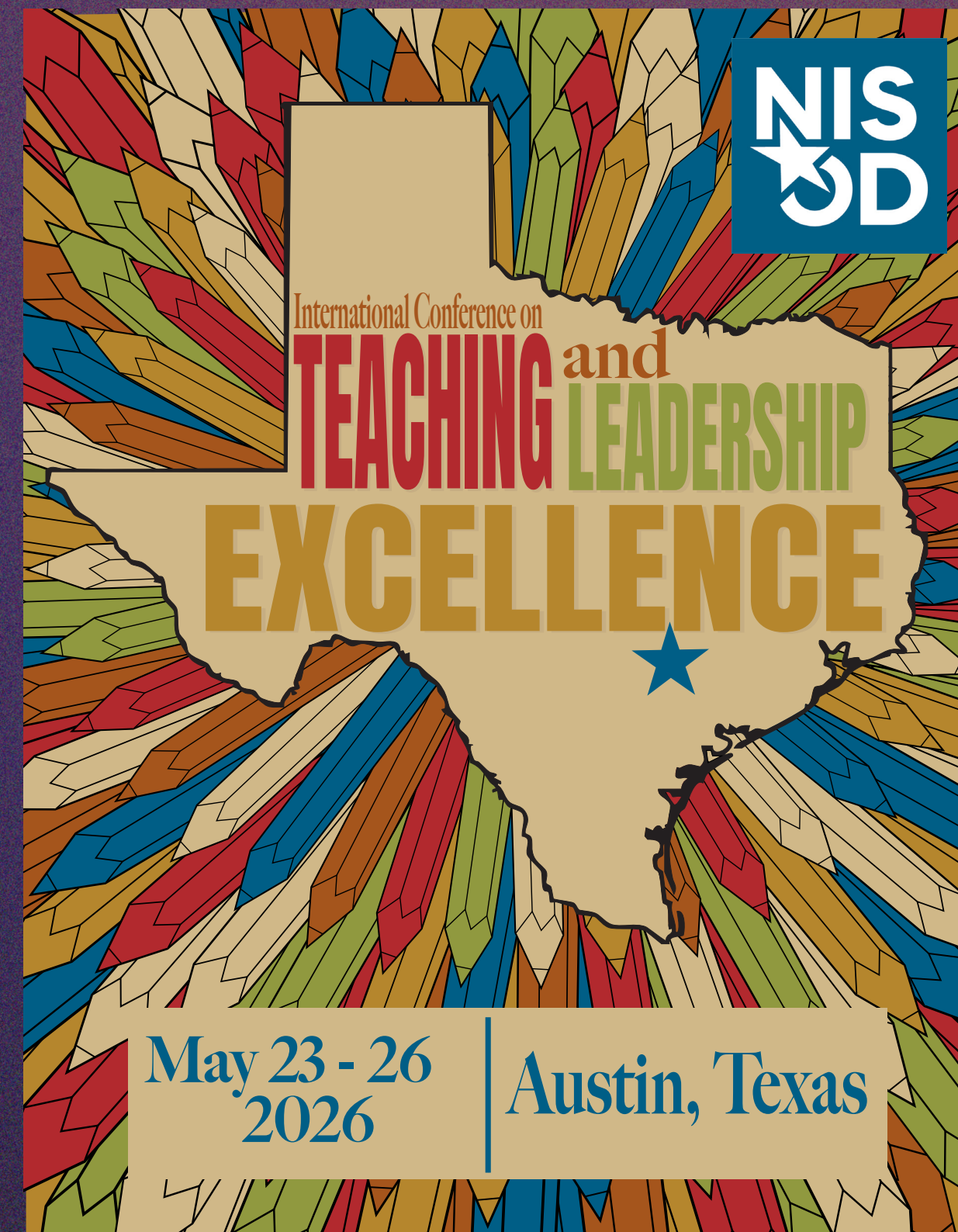


Maddison Johnson Portfolio 2025

Electronic Illustration

Information:

I created these illustrations using Adobe Illustrator as part of a project focused on developing clean, vector-based artwork. Each illustration was crafted with attention to detail, using precise shapes, color palettes, and line work to convey clarity and consistency. The goal was to produce visually engaging graphics that could be easily adapted for both digital and print applications.



Programs:

Adobe InDesign
Adobe Illustrator



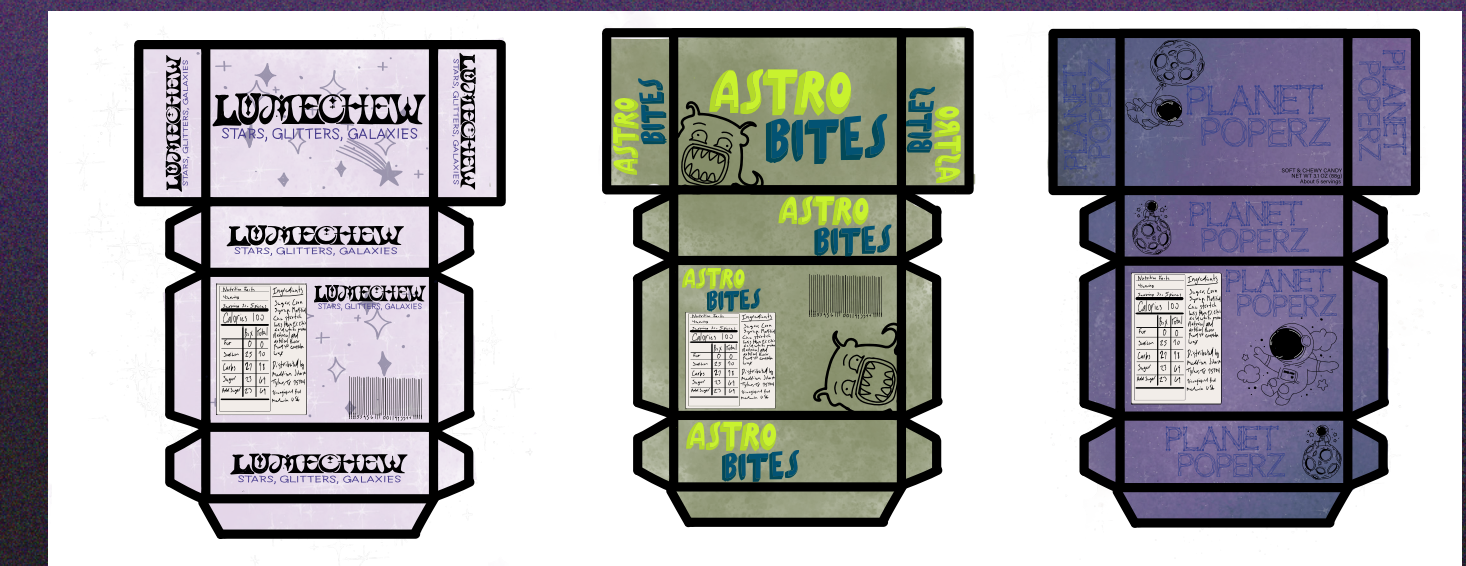
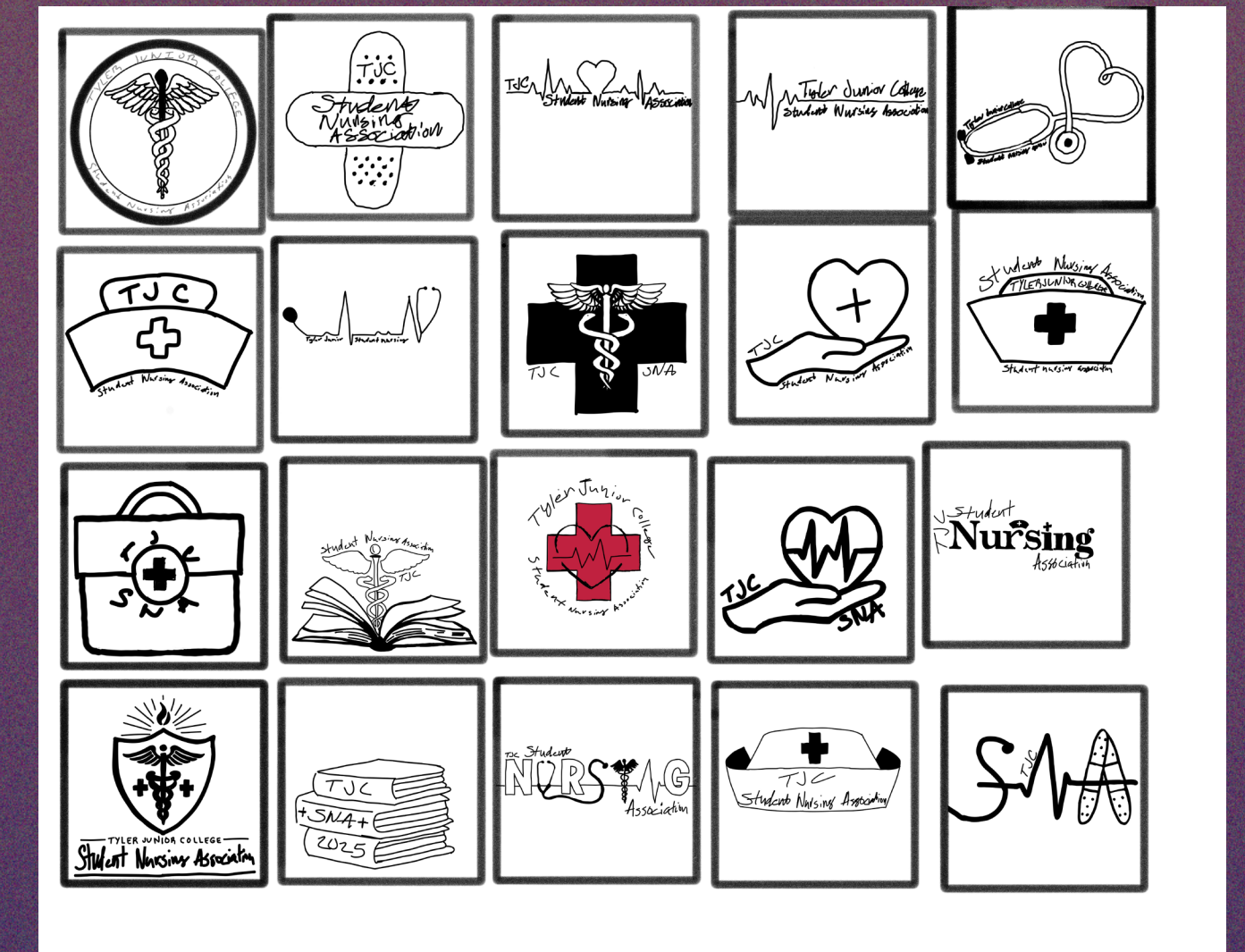
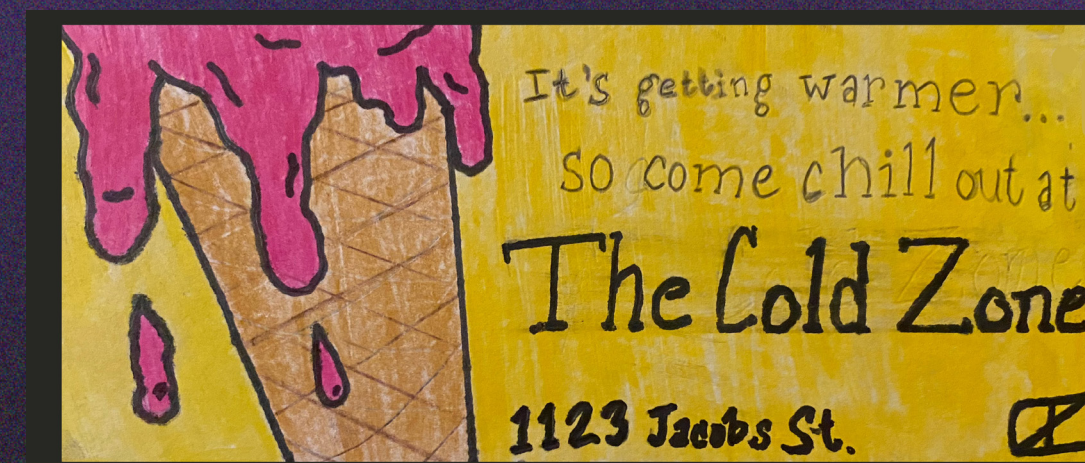
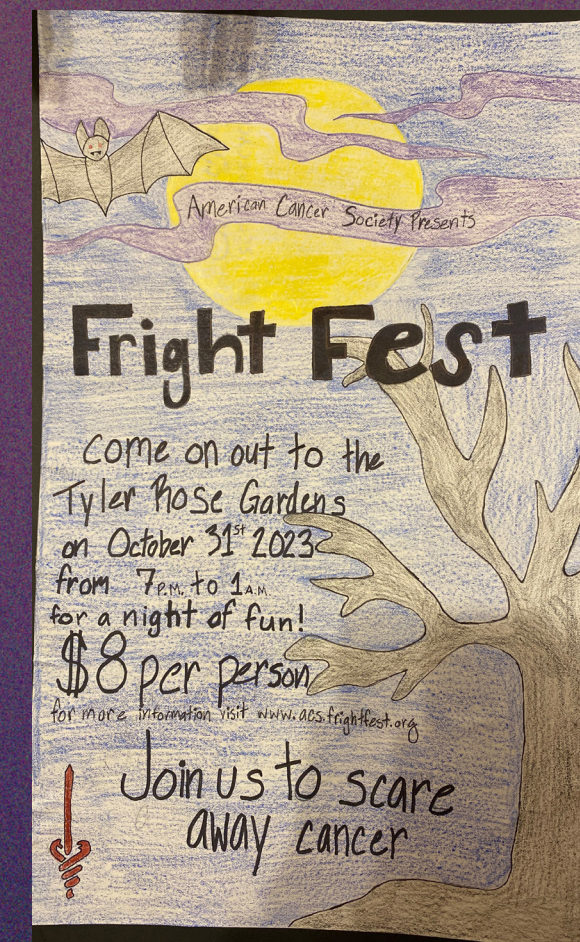
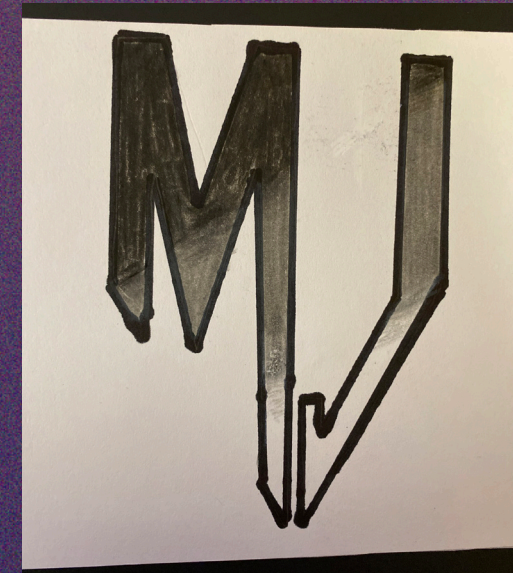
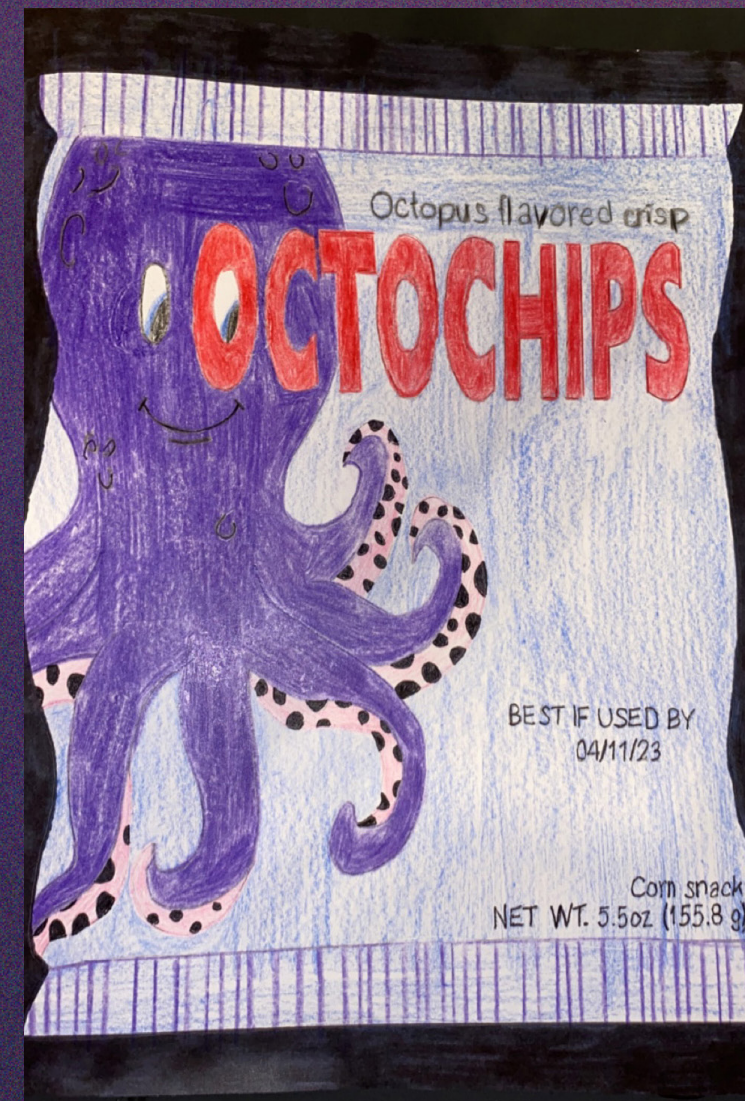
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Portfolio 2025

Information:

Hand Drawn Illustration

I created these pieces for my basic graphics class, where the objective was to explore a variety of design formats and purposes. The projects included a poster for a nonprofit organization, a personal logo, a billboard concept, and a chip bag design—each requiring a different approach to layout, messaging, and visual style. I also developed thumbs for a candy box and a nursing logo, which allowed me to experiment with branding elements and packaging concepts tailored to very different audiences. These works helped me build versatility in both hand-drawn and digital techniques while strengthening my understanding of design across multiple platforms.



Flat



Maddison Johnson Portfolio 2025

Bell Tower Arts Journal

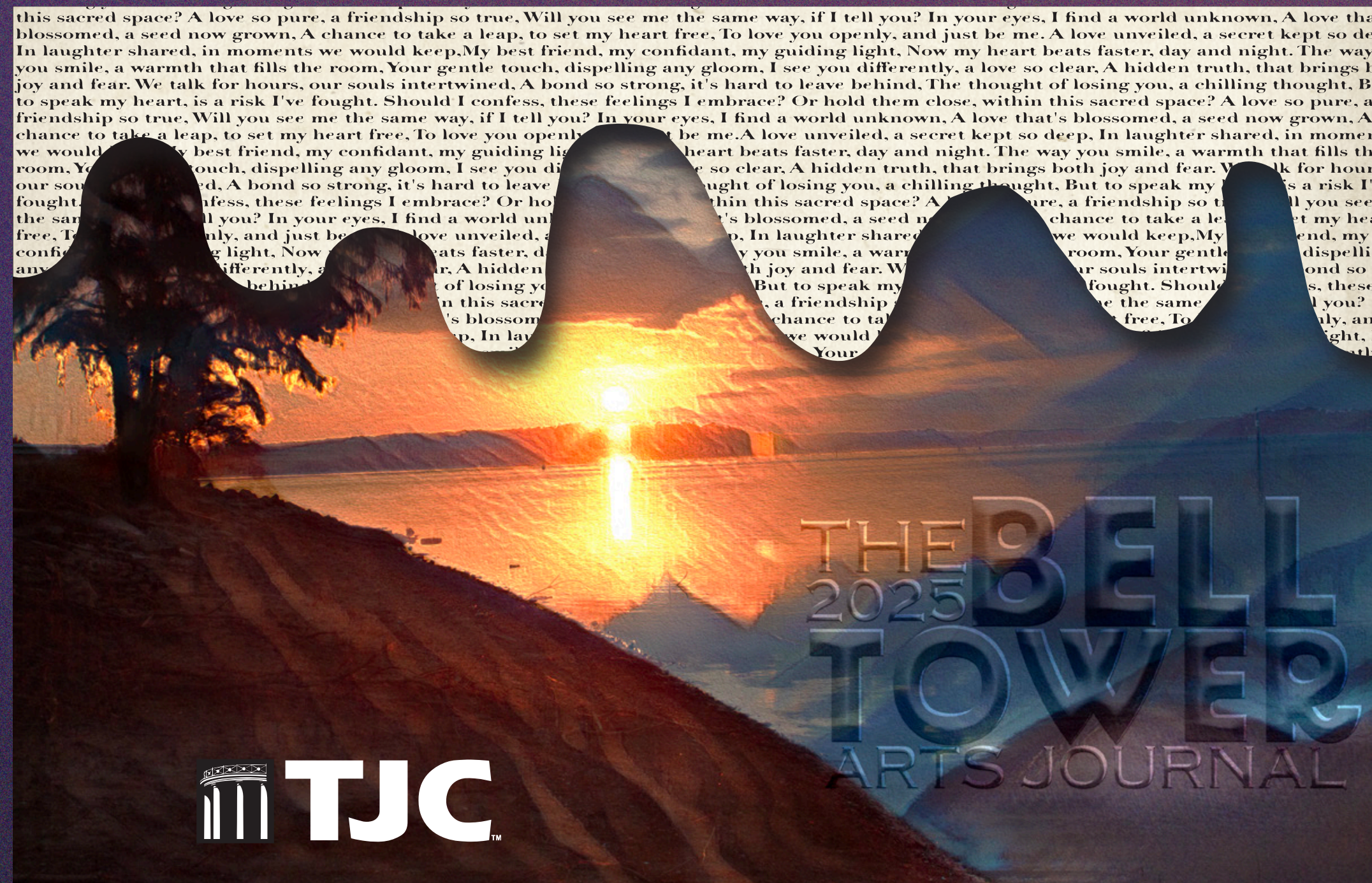
Information:

For this project, I wanted to represent the diverse range of media featured in the Bell Tower Arts Journal, including writing, photography, and visual art. I began by taking a photograph and applying an oil painting filter in Photoshop, experimenting with the settings to achieve a visually pleasing effect. To enhance the cover design, I created an embossed effect for the title text, adding a tactile element. I designed a dynamic drip effect in Illustrator, then used a clipping mask to incorporate a paper texture and typography seamlessly. Finally, I brought all the elements together in InDesign to create a cohesive and polished layout. This piece showcases my skills in blending different digital tools and techniques to create a unified artistic vision.

Back

Front

Mock-up



Flat

Programs:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Calendar

Information:

For this project, we were each assigned a random month to design a calendar page, and I was given April. Drawing inspiration from the saying “April showers bring May flowers,” I developed a themed design that combines playful visuals with thoughtful composition. I began by creating a custom text effect in Photoshop, layering the title with cloud imagery and using a clipping mask to add a subtle rain texture, while also illustrating a vibrant rainbow using paint and blending tools. To add dimension, I designed realistic raindrop-inspired date numbers and soft cloud illustrations in Illustrator. I then brought all the elements together in InDesign to refine the layout and ensure a cohesive, polished final piece. This project highlights my ability to use Photoshop, Illustrator, and InDesign collaboratively to develop a unified and imaginative design.



Flat

Mock-up



Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Wearables

Information:

These are several wearable designs I created for different projects, each tailored to a specific purpose and audience. The collection includes a uniform set for a small restaurant—featuring a shirt, hat, and apron—designed to reflect the brand’s identity while remaining functional and visually appealing. I also designed a T-shirt for Tyler Junior College’s ArtsFest, to celebrate the event’s artistic spirit. Additionally, I developed a shirt design for a fictional brand I created in class, focusing on cohesive branding and market appeal. Each piece showcases my ability to translate design concepts into wearable, practical formats using tools like Adobe Illustrator and Photoshop.



Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Advertising

Information:

This ad campaign was created for Meals on Wheels as part of my Digital Imaging 2 class, with a strong emphasis on impactful typography as the central visual element. The campaign includes a half-page magazine ad, a billboard design, and a web banner, all unified by a bold, type-driven approach to communicate the message clearly and effectively. I focused on creating visual consistency across different formats while adapting the layout to suit each platform. The result is a cohesive, multi-platform campaign that highlights the importance of the organization's mission through strong, purposeful design.

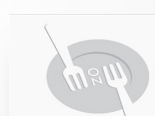


THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED

Imagine the warmth of a heartfelt smile, the gratitude in a simple "thank you," or the comfort of knowing you've made someone's day a little brighter. At Meals on Wheels, every delivery is more than just a meal—it's an opportunity to bring nourishment, kindness, and connection to those who need it most. Many seniors and individuals with limited mobility face challenges that extend far beyond hunger. Loneliness, isolation, and difficulty accessing nutritious food can make daily life an uphill battle. But with your help, we can change that. A few moments of your time can bring comfort, dignity, and a sense of belonging to those who need it most.

Ready to lend a hand?
mealsonwheelsamerica.org or
1-888-9986325





THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED

VOLUNTEER TODAY





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MAGAZINE HEADLINE MOCKUP

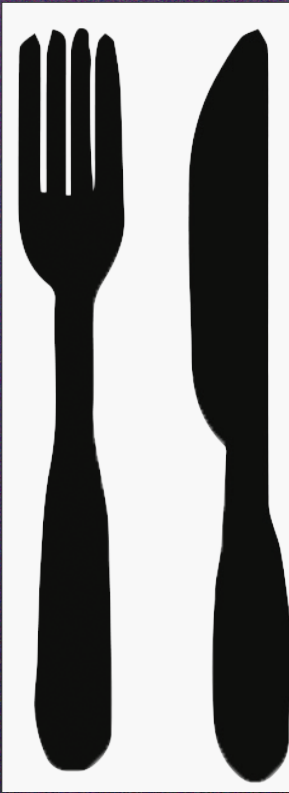




THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED



Mock-up



THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED





THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED

VOLUNTEER TODAY



Flat

Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson

Portfolio 2025

Brochure

Information:

This is a brochure I designed for my Digital Publishing 3 course, where the focus was on creating professional, print-ready marketing materials. I developed the layout to be clean, engaging, and easy to navigate, while effectively communicating key information through a strong visual hierarchy. Using Adobe InDesign, Illustrator, and Photoshop, I combined eye-catching graphics, thoughtful typography, and consistent branding to produce a cohesive and polished brochure design that meets industry standards.



Mock-up



Straight to the Spice

With our selection of only the finest natural ingredients, you're guaranteed to savor the zest.

- 🔥 Jalapeno
- 🔥 Water
- 🔥 Salt
- 🔥 Vinegar
- 🔥 Garlic Powder
- 🔥 Spices
- 🔥 Guar gum
- 🔥 Cayenne Pepper

At Flame Fusion, we take pride in crafting our fiery concoctions with only the freshest and most natural ingredients. Every bottle is a testament to our commitment to quality, with hand-selected peppers and spices that pack a punch like no other. From farm to flame, we ensure that every batch is bursting with flavor and heat, without any artificial additives or preservatives. Our small-batch process allows us to maintain exceptional consistency and boldness in every drop. It's not just hot sauce—it's a celebration of real flavor. Taste the difference that fresh and natural ingredients make with Flame Fusion – because when it comes to spice, authenticity reigns supreme.

OUR STORY

This sauce was born from a backyard barbecue gone wild. What started as a simple homemade sauce experiment quickly turned into a fiery obsession when friends and family couldn't stop asking for more—despite wiping away tears of spicy joy. Determined to perfect the balance between heat and flavor, we scoured the globe for the freshest peppers and boldest spices. After countless taste tests (and a few scorched taste buds), Flame Fusion was unleashed—a sauce so good, it turns every meal into an adventure. Now, it's setting taste buds ablaze across the country, one drop at a time! Whether you're a seasoned spice lover or a brave beginner, this sauce is here to test your limits. Just remember, a little goes a long way—unless you're looking for a truly unforgettable experience. So grab a bottle, embrace the heat, and let the fusion of fire and flavor begin!

50% OFF your first order

Think you can handle the heat? Now's your chance to find out—without burning a hole in your wallet! For a limited time, we're cranking up the savings with 50% off your first order of Flame Fusion. That's right, half the price, all the fire! Whether you're ready to drizzle, dunk, or downright drench your food in our legendary heat, there's never been a better time to take the plunge. But hurry—this deal won't last forever, and neither will your self-control once you get a taste. Use code FUS50 at checkout and let the fiery feast begin!

Flat



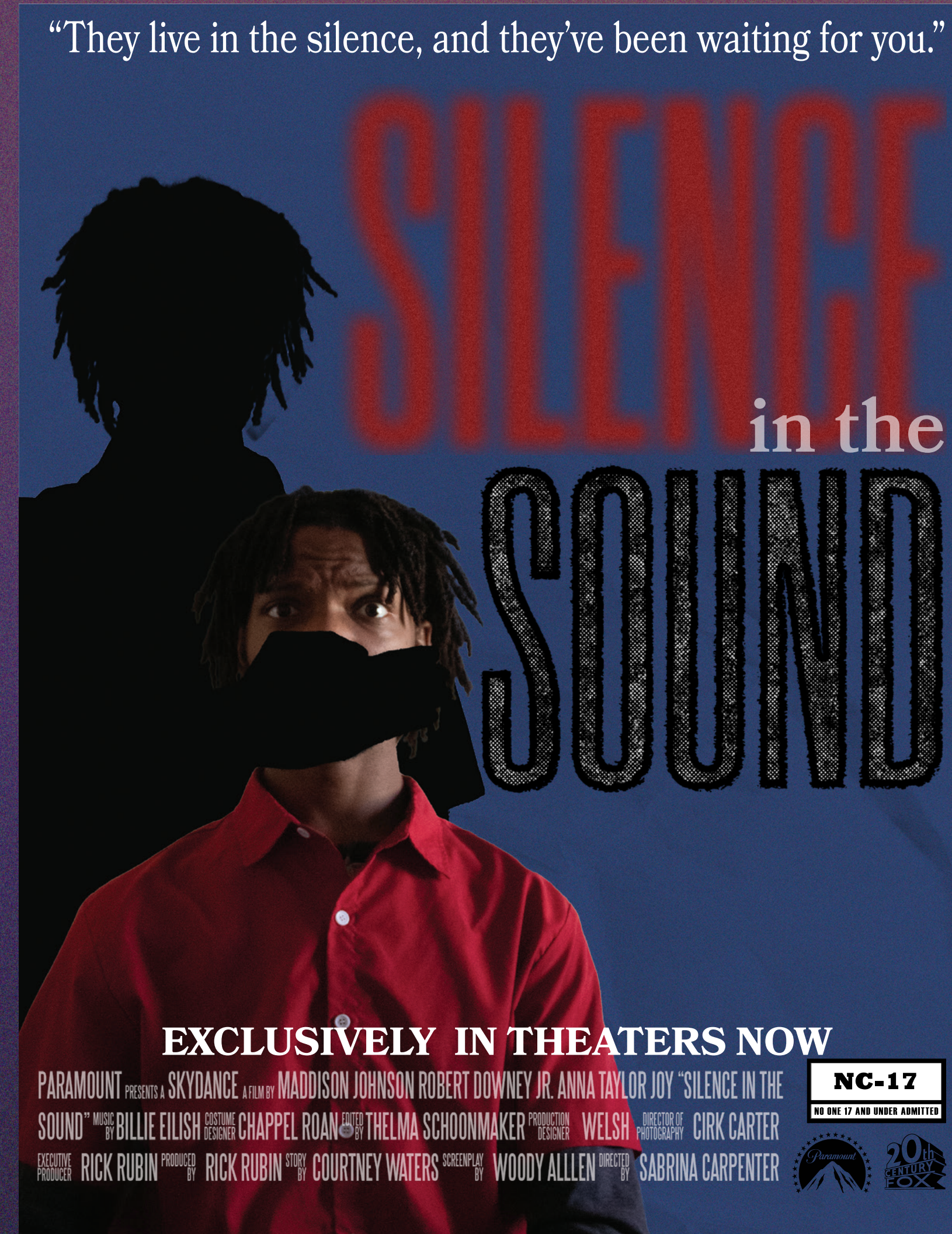
Maddison Johnson

Portfolio 2025

Poster

Information:

This is a movie poster I designed as part of a project focused on visual storytelling and genre-based design. Inspired by the aesthetics of horror films, I used one of my own original photographs as the foundation for the concept, building the eerie atmosphere through strategic composition, lighting, and texture. I utilized Adobe Illustrator, Photoshop, and InDesign to enhance the image, incorporate custom typography, and finalize the overall layout, resulting in a striking and cohesive poster that captures the essence of the horror genre.



Flat

Mock-up



Programs:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign



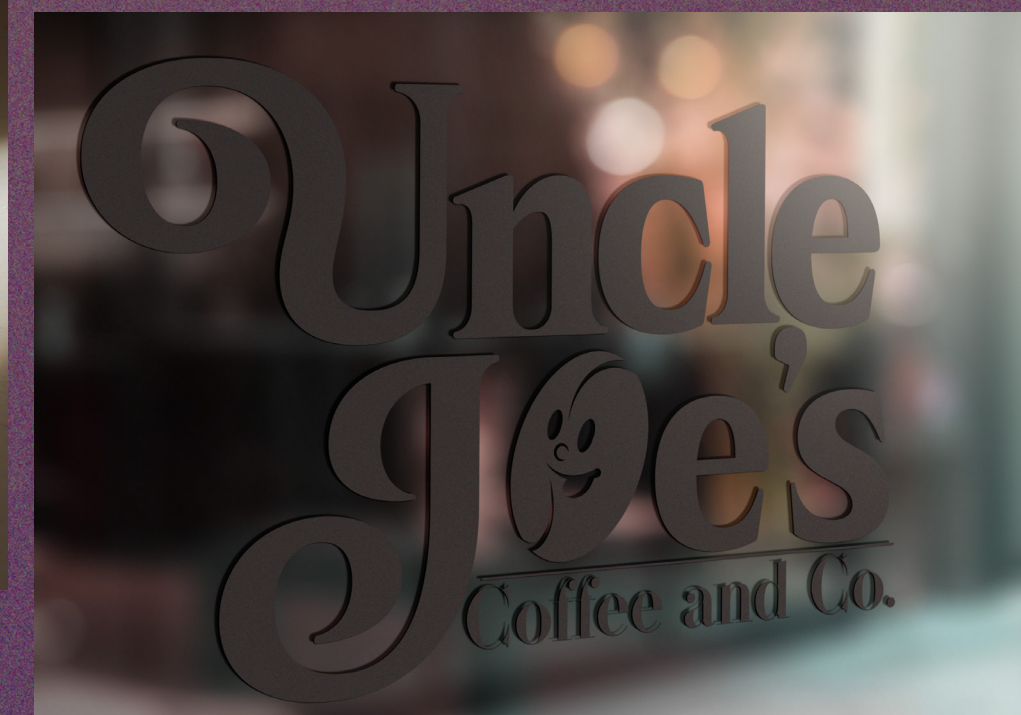
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Portfolio 2025

Branding

Information:

This is a rebrand I created for a coffee shop called Uncle Joe's, focusing on a cleaner, more modern aesthetic. The rebrand includes a primary logo, submark, and icon, each designed to be versatile and easily adaptable across multiple colorways and materials. In addition to the logo system, I developed a full brand identity that includes a cohesive color palette, merchandise items, and an apron design to reflect the shop's updated look. The overall branding was created to ensure consistency and flexibility across both digital and physical applications.



Programs:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Maddison Johnson Portfolio 2025

Real Printed Work

Information:

I designed this logo for the 2025 Tyler Junior College Arts Fest, aiming for a clean and modern look that could be easily applied across various promotional materials. The concept focuses on simplicity and versatility, allowing the design to stand out without overwhelming the viewer. I created the final logo using a combination of Adobe Photoshop and Illustrator to refine the shapes, colors, and overall composition.



Flat

Mock-up



Programs:
Adobe Photoshop
Adobe Illustrator



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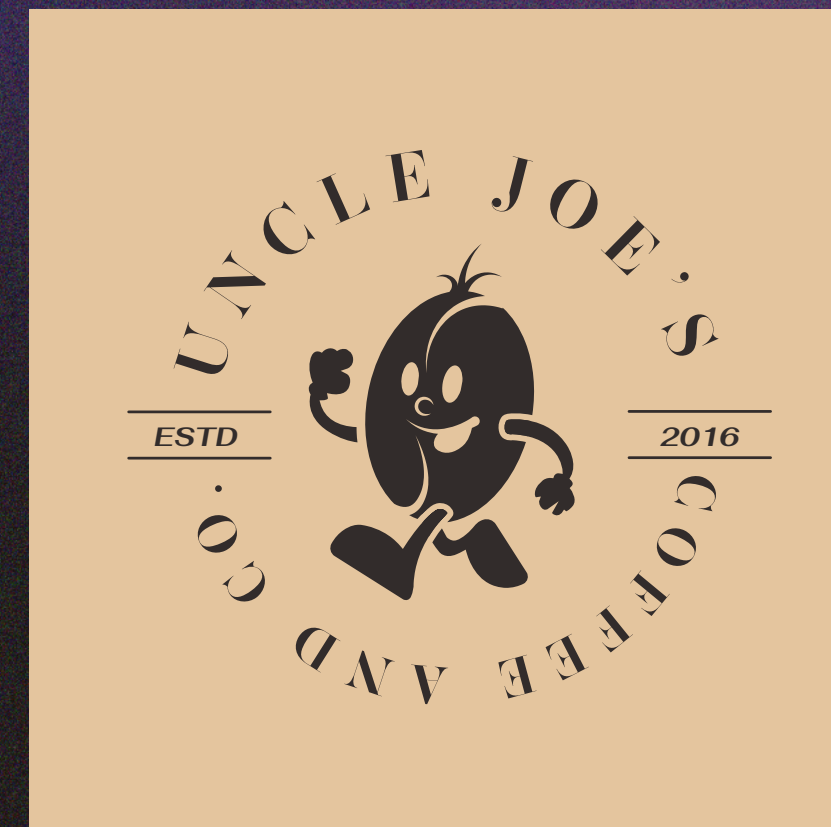
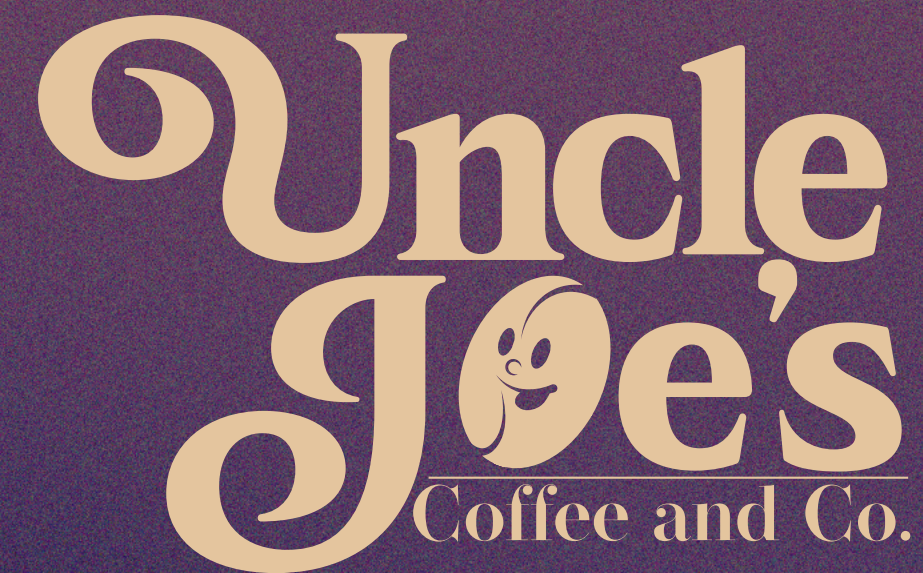
Portfolio 2025

Logos

Information:

Here are some logo designs I have created for a variety of brands and events. Each logo is carefully crafted to reflect the unique identity, mission, and aesthetic of the organization or occasion it represents. My approach to logo design focuses on strong visual storytelling, ensuring that each design is not only visually appealing but also meaningful and memorable.

I also create multiple variations of each logo to ensure versatility across different formats and media. Whether for print, digital use, merchandise, or signage, I design adaptable logos that maintain their impact in various sizes and color schemes. This ensures a cohesive brand identity across all applications, from social media profiles to large-scale event banners.



THANK YOU

CONTACT

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- <https://mjohn330.wixsite.com/maddison-johnson-1>