

# JERMAINE JOHNSON

JermaineJeromeJohnson@gmail.com | 407.973.1747 | Orlando, FL

## PERSONAL PROFILE

Accomplished graphic designer and digital media scholar with expertise in visual communication, photography, and 3D modeling, informed by ongoing research in digital culture and preservation.

Demonstrated ability to produce visually compelling design work that bridges professional practice and pedagogical application, fostering student engagement with real-world creative problems.

Experienced in developing and executing branding and visual communication strategies, translating practitioner knowledge into curriculum that prepares students for evolving creative industries.

Effective collaborator across disciplinary boundaries, with a history of working with cross-functional teams and mentoring emerging designers through workshops, showcases, and applied creative projects.

## RESEARCH STATEMENT

My research examines digital content preservation and the tension between ownership and access in the digital age. Drawing on my background in visual communication and digital media, I investigate how licensing frameworks, like subscription models, DRM, and planned obsolescence, erode consumer ownership of games, film, music, and other digital cultural works.

**Research Interests:** *Digital humanities; game preservation and archival studies; intellectual property and digital licensing; emulation history and cultural heritage; ethical AI in digital cultures; generative AI use in online communities; interactive media; critical approaches to copyright in digital media.*

## ACADEMIC DEGREES

### Ph.D. TEXTS & TECHNOLOGY — DIGITAL MEDIA

University of Central Florida | Orlando, FL | Expected May 2029

### M.A. DIGITAL MEDIA

University of Central Florida | Orlando, FL | May 2025

### B.F.A. EMERGING MEDIA — GRAPHIC DESIGN

University of Central Florida | Orlando, FL | May 2023

### A.A. GRAPHIC DESIGN

Polk State College | Winter Haven, FL | Dec 2020

## SELECTED PRESENTATIONS

**Johnson, J.** "Procedural Rhetoric and Impermanence in Gaming", Oral Presentation, Save the Games: A Digital Preservation Symposium 2026, The Strong National Museum of Play, Rochester, NY, United States, July 2026 - *Upcoming*

**Enwerem R., Johnson, J., Trujeque, T.**, "Mapping Intellectual Networks in Texts & Technology: A Gephi Network Analysis", Virtual Presentation, Amy Zeh High Impact Practices Showcase, University of Central Florida, Orlando, FL, United States, April 2026

**Johnson, J.** "Noctoflora: Last Light Game Showcase", Oral Presentation, NSCM Digital Media MA Studio Showcase, University of Central Florida, Orlando, FL, United States, May 2025

## CREATIVE & SCHOLARLY WORK

### Mapping Seminal Works in the Digital Humanities | 2026

To better understand the intellectual throughlines across texts in the digital humanities field, we used the computational network-analysis tool, Gephi. Using Gephi, we worked with 23 major texts to identify and visualize three areas of overlap: shared scholarly themes, author networks, and disciplinary intersections. Through algorithms and statistical measures in Gephi, such as modularity measurement, centrality measures, and clustering analysis, we mapped the deeper connections that shape the field.

### Noctoflora: Last Light (3D Sidescrolling Game) | 2025

Master's thesis project. A 3D sidescrolling game developed in Unity 6 exploring what happens when humanity tries to perfect nature instead of living within it. Served as designer, developer, and 3D modeler.

## PROFESSIONAL EXPERIENCE

### Lead Graphic Designer of Enrollment Management | Dec 2022 - Present

Florida Southern College — Lakeland, FL

Design brand-aligned marketing materials, including print, merchandise, and digital, for an increase in prospective engagement. Mentor design interns, providing feedback and assistance to improve project quality and strengthen technical and creative skills. Strategize branding initiatives to increase student enrollment and reducing print production expenses. Photograph, coordinate, and direct college photoshoots for use in institutional communications. Create 3D mock-ups for environmental designs, including banners and branded installations.

### Graphic Designer and Prepress Technician | Jan 2021 - Dec 2022

Innovative Ink — Lakeland, FL

Designed, prepared, and printed items such as mailers and banners, completing over 2200 client projects with 98% satisfaction. Operated Ricoh and HP large-format printers for high-quality prints, cutting rework costs with precise quality control. Managed social media advertising campaigns achieving a 250% increase in brand awareness.

### Digital Media Specialist Intern | Sept 2020 - Dec 2020

Clark/Nikdel/Powell (CNP Agency) — Winter Haven, FL

Created paid social and search ad campaigns utilizing SEO for Florida-based companies resulting in significant conversions. Developed website prototypes in Figma for multiple U.S. colleges. Designed visually compelling presentation packages.

## ACADEMIC SERVICE

### Interactive & Game Design Guest Juror | 2026

Florida Southern College

Delivered feedback on senior undergraduate presentations in the Interactive and Game Design program.

### Digital Media Technology Advisory Committee | 2022 - 2024

Polk State College

Contributed to curriculum review and program development for the Digital Media Technology program.

### 3D Modeling and Design Workshop Instructor | 2021

Polk State College

Instructed a workshop for Digital Media Technology lab staff on 3D modeling, shading, and rendering using Blender.

## TECHNICAL SKILLS

### **Design & Media Production**

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, etc.), Affinity Suite, Figma, Photography, Video Production, Motion Graphics, Prepress Workflows

### **3D and Game Development**

Blender 3D, Autodesk Maya, Unity 6, Adobe Substance Painter, Game Design

### **Generative AI**

ComfyUI, HunYuan3D, LMStudio; familiarity with GANs, diffusion models, and transformer architectures

### **Programming & Development**

HTML, CSS, JavaScript, C#, Python, Git/GitHub, UI/UX Design

### **Research and Data Analysis**

Zotero, SPSS, AntConc, Voyant Tools, Orange Data Mining, Digital Corpus Building, Textual Analysis

## AWARDS & HONORS

**Dean's List** – University of Central Florida, College of Arts and Humanities (Fall 2021, Spring 2022)

**Certificate in Graphic Design** – Polk State College, Fall 2020

**Magna Cum Laude** – Polk State College, Fall 2020

**First Place, Page Design Intermediate** – Polk State College, Fall 2020

**First Place, Video Editing Intermediate** – Polk State College, Fall 2020