

Jonathan Biehl

Senior Brand Designer

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Senior Brand Designer with 10+ years developing and governing visual identity systems for complex, enterprise-scale organizations. Deep craft in typography, layout, color, and design systems, with a track record of building brand tools, guidelines, and assets that drive consistency across every touchpoint. Skilled at translating data-driven insights into cohesive visual strategies and partnering cross-functionally with marketing, product, and communications teams to strengthen brand equity and preference.

EXPERIENCE

Brand Design Manager

Jun 2023 – Present

Topcon Positioning Systems | Livermore, CA

- Led a global brand identity refresh and built a living brand guidelines platform used across web, product, marketing, and physical environments.
- Drove company-wide adoption of Figma, unifying brand, web, and product teams in a single design system with reusable templates and components.
- Led design for a full corporate website redesign and migration to AEM Sites, partnering closely with marketing, web, and engineering teams.
- Modernized creative workflows and tooling, cutting production time 30–50% across recurring deliverables and reducing 3D product imagery costs by 50%.
- Led creative direction for Topcon's CONEXPO, bauma, and many other global exhibitions—environmental graphics, digital media, and campaign assets that drove sales up to 4× projection. Two Platinum World Exhibition Stand Awards (2021).

Graphic Designer & Photographer

Oct 2018 – Jun 2023

Topcon Positioning Systems | Livermore, CA

- Designed global marketing campaigns, tradeshow assets, web pages (Drupal), product imagery, and presentations across NALA and EMEA regions.
- Partnered with marketing, sales, and creative teams to deliver on-brand campaigns and DAM content on tight deadlines.

Graphic & Web Designer

Jun 2016 – Oct 2018

A5 (fka. Config Consultants) | Pleasanton, CA

- Led a company-wide rebrand to "A5," including logo design, art direction, and a redesigned the company WordPress website.
- Owned graphic design, motion graphics, email marketing, landing pages, and event collateral across all marketing initiatives.

SKILLS

Brand strategy & identity systems · Typography, layout, color theory · Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro) · Figma (design systems, component libraries) · Web design (Webflow, WordPress, Drupal, HTML/CSS) · Illustration · Motion graphics · Photography & video · AEM (Sites, Assets) · Cross-functional collaboration

EDUCATION & AWARDS

Academy of Art University — BFA, Graphic Design and New Media

Las Positas College — AA, Liberal Arts and Sciences

Platinum, World Exhibition Stand Awards (2021) — "Best Stand" and "Best Stand at Property or Construction Event," Topcon CONEXPO booth

References available upon request.