



Sr. Graphics & Digital Media Designer

# Candra Johnson

MPH, CHES

As the Senior Graphics & Digital Media Designer, Candra uses innovative, creative, and engaging print and digital materials to bridge the gap between complicated health information and the people who need to understand it — from workbooks and decision aids to animated videos and social media.

Candra believes that successful design happens when your audience is engaged, interacting with the piece, and understands what they need to know. She takes that to heart. She loves how short animated videos draw people in and make it easy to teach important health topics like health insurance, kidney health, and keeping kids safe.

People may underestimate the power of design, but nobody can underestimate the results. Candra received her first taste of this while working with Saint Louis University's College for Public Health and Social Justice, and she was hooked. There she designed and developed digital and print health education materials and taught health professionals how to present health information in simpler, more engaging ways. Today, she does that and more, with an evidence-based health literacy lens.

At HLM, Candra divides her time between designing materials and animating videos to help patients understand health information and to help healthcare professionals communicate clearly and effectively, developing marketing materials for HLM and its major programs, and leading trainings, workshops, and webinars on health literacy, health-literate design, and social media.

Candra holds a Master of Public Health (MPH) degree in behavioral science and health education, with a focus in health communication and design, from Saint Louis University. She is also a Certified Health Education Specialist (CHES), and is a member of the Regional Health Commission's Community Advisory Board (CAB).