



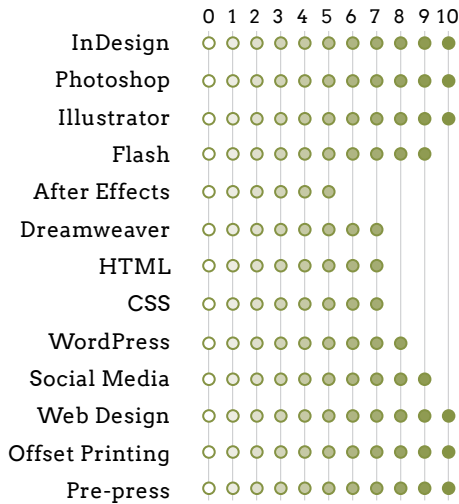
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CREATIVE EXTRAORDINAIRE



ME

At a glance



MODEST SUMMARY

I am an energetic creative with over 20 years of experience providing successful design solutions. By combining a youthful outlook with a classical approach and an eye for the contemporary I maintain a modern positioning without being cliché. I am comfortable with all design media and able to take projects from initial concept to final printed piece. I have a keen eye for trend spotting and incorporating current artistic styles, as well as traditional ideals, into eye-catching and results-driven graphic compositions. I have a superior knowledge of the prepress and printing industries assuring that expectations are accurately reflected in the final product.

Design | Illustration | Motion Graphics | Retouching | Color Correction
 Photo Composition | Project Conception & Design | Project Management
 Training | Consulting | Staff Mentoring | Team Building

★ PROFESSIONAL EXPERIENCE ★

Entertainment Cruises | Chicago, IL | 2010 - 2015
The nation's largest dining cruise company

Senior Graphic Designer

Maintained the design integrity of 8 brands spread across 13 cities for a total of 30 vessels.

- Directed designers, interns, copywriters and photographers in fulfilling the creative and marketing demands of 13 cities for their diverse brands and vessels while maintaining brand recognition.
- Created digital marketing materials for a range of online and interactive usage including PDFs, interactive emails, Flash display ads, web ads, web headers, kiosks and other user experience interfaces.
- Designed traditional marketing materials for a range of advertising media including published ads, billboards, television commercials, posters, flyers and corporate items.
- Kept the material on the many social media networks on trend by maintaining image content, style and quality.
- Tastefully broke brand standards in the occasional one-off marketing materials for specialty cruises, special events, charters or large organizations.
- Established brand and brand standards for new acquisitions.
- Acted as print liaison creating and discussing possible cost-cutting procedures as well as exploring new options in the printing industry.
- Handled major and minor troubleshooting issues and maintained a very respectful relationship with IT.
- Learned, and became efficient in, various additional applications and programs as the need provided.
- Provided support for both the main web site and the blogging site by providing images, concepts and code.

But wait, there's more...



Material Handling Illustrated | Sycamore, IL | 2009 - 2010*Monthly regional trade publication***Senior Graphic Designer**

Conceptualized, designed and produced a full color, thirty-six page magazine.

- Developed all promotional and sales material including media kits, sales sheets, ad campaigns and business collateral responsible in driving readership to over 23,000.
- Managed a staff of four writers, three salespeople, two graphic designers, one web designer and one photographer.
- Organized, supervised and conducted all activities associated with maintaining a tight deadline including all prepress and production necessary to deliver the entire publication and supporting materials according to the print schedule.
- Other creative duties included designing all ads for advertisers as necessary, researching and contributing topics for writers, writing two recurring articles a month as well as all article headlines, attending and conducting photo shoots, contracting and supervising various freelance creatives and attending networking functions as a representative of the company.

**re:solution** | Mobile, AL / Bartlett, IL | 2005 - 2009*Boutique design agency***Senior Graphic Designer**

Hired, directed, supervised and trained designers, photographers, illustrators and/or marketers in the conception and execution of relevant profit generating design ideas.

- Redesigned an antiquated publication for the Commemorative Air Force, increasing readership and growth from a twenty-eight page, black and white quarterly magazine to a monthly, forty-four page full color publication.
- Designed and produced a new twenty-four page, full color, quarterly publication for the educational system of Georgia which had such a successful response that an additional publication was created for the Florida market with plans to expand nationwide.
- Orchestrated the branding and opening of an upscale Aveda salon driving demand and revenues that eventually forced growth from a single, back-room, skin care center to a successful, five room store front salon.
- Created all promotional material, business collateral and over 65 pieces of original interior art, for an up-start seafood grill resulting in one of the most successful restaurants in that over saturated market on the Gulf Coast.

**Freelance Designer** | New York, NY | 1992 - 2005

In tandem with holding down a position as a high-end prepress operator I maintained a freelance presence supporting such clients as The New York Philharmonic, the New York City Ballet and the March of Dimes.

- Designed and created all marketing materials for the grand opening of a local opera theatre, as well as provided all further design support, which resulted in boosting membership the first year by 25% and increasing membership every year thereafter.
- Trained the staff of a child's clothing manufacturing company in PhotoShop and Quark enabling them to make the jump from traditionally created silk screen designs to computer generated print-ready templates.
- Restructured and reorganized the look and feel of a major financial institution to be more consumer friendly and generally more accepted.

Bachelor of Fine Arts in Graphic Design | Minor in Painting*University of South Alabama, Mobile, Alabama*