



MATT JOHNSON

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EXPERIENCE:

Creative Alchemy - Grand Rapids, Minnesota Creative Director and Designer, December 2004 - Present

- »Utilizing past art/design experience, project management skills, and relationships with manufacturers to take projects from concept to completion.
- »Developing strong brand presence and enforcing consistent brand standards across multiple marketing platforms.
- »Illustration for skateboard and apparel graphics.
- »Product photography and post production.

FACT. - Made to Destroy, LLC. - Los Anglos, California Independent Contractor, February 2016 - April 2018

- »Collaborated with owner from brand concept through design, and product development in order to launch FACT.
- »Created artwork, videos, daily social media posts, and design of marketing materials, driving the brand's aesthetics.
- »Opened up dialog and acted as a liaison between garment companies, screen printers, and trim manufacturers to initiate a printables program.
- »Responsible for producing and organizing all product photography used in marketing materials.

Incase Design Corporation - Chino, California Digital Studio Manager, August 2009 - December 2012

- »Eliminated the dependency of outsourced digital assets by assembling studio space, equipment, and staff for full functioning in-house Digital Studio.
- »Improved image standards, and the turn around time for digital collateral.
- »Managed the workflow of the Digital Studio to ensure both day-to-day and long-term deadlines were met.
- »Setup an organized company image library ensuring that all in-house departments and outside marketing partners had a updated, intuitive server to access digital assets from.

Black Box Distribution/Fallen Footwear - Carlsbad, California Senior Designer, November 2005 - December 2008

- »Hired to do photo retouching on images to support catalogs for Fallen Footwear, Zero, and Mystery Skateboards.
- »Quickly promoted to Catalog Director, in charge of building three seasonal footwear and apparel catalogs a year.
- »Took over Senior Designer responsibility, producing apparel and footwear graphics, textile patterns, design and layout for ads, store POP, and promotional collateral for new product releases while maintaining the responsibility of Catalog Director.

EDUCATION:

B.A. in Graphic Design,
Art Institute of California – San Diego

TOOLS:

Adobe CC
Procreate
Sketch
Word Press
Base Camp

SKILLS:

Graphic Design
Illustration
Photography
Creative Direction
Management