



GREETINGS!

My name is David Johnson and I'm an executive creative with over 25 years of experience. My overall focus has been in design, ideation and creative strategy for the full range of channels. At the risk of sounding immodest, I have built a highly reputable career with an amazing variety of creative experiences. More importantly, I've had a great time getting here.

I am currently serving as the Global Creative Director at Inmar, an international firm with holdings across promotions, media, healthcare, data analytics and logistics. I lead a passionate team of multi-channel creatives across 3 locations in the US, creating materials to serve our collective interests. We have just launched a full rebrand for the 4,500 employee company. Exciting stuff.

I also serve as the Director of User Experience and Product Design at Inmar. That means a deep understanding of the product space and all-important interlocks with engineering. In that capacity, I have conceived and launched large B2C digital initiatives, knitting together facets of Inmar's capabilities. To that end, I am also a certified Scrum Master and certified Scrum Product Owner.

Before Inmar, I served as the Global Digital Creative Director at Whole Foods Market. There, I led the Digital Experience Design Team -- that included UX Analysts, Interaction Designers and Visual Designers. Everything we created underscored the brand in both the traditional digital and native mobile spaces. I was also responsible for defining the digital brand for Whole Foods Market at large and worked to bring it into a more contemporary space.

Before that, I did close to 20 years in the agency space at all levels, rising to the role of Executive Creative Director. From time spent working as a part of and leading passionate teams for boutique shops, to 9 years as President / ECD at my own award-winning agency to design leadership in a multinational environment, it was an exciting ride to be sure.

Perhaps a better way to get to know me is through my work ::

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You can find over 100 projects at that link, both personal and professional, created for a full range of channels and clients. Please scroll through the case studies on the home page for a glimpse of some deeper dives for specific clients.

In summary, I love being a part of a dynamic creative atmosphere, turning out smart, well-targeted and cool work. I feel I have a lot to offer creatively, strategically and as a leader and always want to make a fundamental contribution to my workplace atmosphere. I pride myself on effective communication and have a demonstrated reputation for unifying teams, even in diverse groups. I have fun doing what I do, enjoy people, work hard and get excited about good work. I love to be surrounded by others that do, too.



A QUICK OVERVIEW ::

MY CAREER WAS
BORN DIGITAL
BACK IN 1993...
NO LATE GAME
CONVERTS HERE

I'M A **CERTIFIED**
SCRUM MASTER
AND **CERTIFIED**
SCRUM PRODUCT
OWNER

42

LARGEST
TEAM LED

09

YEARS WITH MY
OWN AGENCY

08

DIGITAL PATENTS
CO-OWNED

SELECTED CREATIVE AWARDS

- > 2 EMMY NOMINATIONS
- > 28 TELLY AWARDS
- > 16 COMMUNICATOR AWARDS
- > 14 ADDY AWARDS
- > 2 PROAWARDS
- > 3 CCAA AWARDS
- > 1 GOLD NCMPR AWARD
- > 4 CASE AWARDS
- > 3 UCDA AWARDS

DOWN WITH
FRICTION

UP WITH
GORGEOUS

CURRICULUM VITAE ::

GLOBAL CREATIVE DIRECTOR + DIRECTOR OF USER EXPERIENCE & PRODUCT DESIGN

INMAR 2016-PRESENT > AUSTIN, TX + SKANEATELES, NY

Responsibilities ::

- >> Acting creative lead for international B2B brand with responsibility for aesthetic and quality of creative product
- >> Led full rebrand of the company, bringing in brand launch horizons a full year early
- >> Acting creative team lead, leading the creative charge from inspiration to management including hiring and review process
- >> Responsible for creative organization -- implementing new team structure of my own design
- >> Acting executive counsel on experience design, helping determine approach and offering strategic insight on directional decisions
- >> Acting director of user experience team, implementing UX best practices across products and experiences
- >> Concept, design, sell and gather voice of customer and end-user for a range of both B2B and B2C products -- Please view my site for samples of the work
- >> Hands-on creative, designing selected projects for the full range of digital and traditional channels

Major Initiatives ::

Successfully Rebranded International Organization, Developed Global Brand Standards and Global Experience Standards, Branded and Launched Major B2C and B2B Experience Initiatives, Creative Team Rebuilt and Relaunched with Greater Focus on Digital Experience



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CREATIVE DIRECTOR: 25+ YEARS OF EXPERIENCE

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WORK EXPERIENCE (CONTINUED)

GLOBAL DIGITAL CREATIVE DIRECTOR

WHOLE FOODS MARKET 2014 - 2016 > AUSTIN, TX

Responsibilities ::

- >> Acting creative concept and digital design lead for Fortune 250 brand with responsibility for aesthetic and quality of creative product
- >> Acting digital experience creative team lead, leading the creative charge from inspiration to management including hiring and performance review process
- >> Responsible for digital experience team organization -- implementing new team structure of my own design
- >> Acting executive counsel on experience design, helping determine approach and offering strategic insight on directional decisions
- >> Key presenter for mobile, app and web experience design from developing directly or leading presentation material development through presentation itself
- >> Hands-on creative, designing selected projects for the full range of digital channels

Major Initiatives ::

New Experience Launched for the Whole Foods Market App, Migration Strategy Devised and Initiated for Mobile Web and Web Experience, Interim Experience Design Standards Developed (and Currently Being Refined), New Global (and Initiative-Based) Brand-Driven Experiences Launched for Web and Mobile Web, Digital Experience Team Itself Designed and Under Construction

CREATIVE DIRECTOR / VICE PRESIDENT

UPBRAND COLLABORATIVE 2010-2014 > ST. LOUIS, MO

Responsibilities ::

- >> Acted as creative concept and design lead for the agency with full responsibility for agency aesthetic and quality of creative product
- >> Agency creative team lead, leading the creative charge from inspiration to management including hiring and performance review process
- >> Client counsel, determining marketing needs and offering strategic insight on directional decisions
- >> Active participant in agency leadership at large, acting as key advisor and decision maker for directional issues
- >> Key presenter / pitch lead for the agency, from developing directly or leading presentation material development through presentation
- >> Hands-on creative, designing selected projects for the full range of channels and clients

Clients Served ::

STL Symphony, Washington University in St. Louis, Propper International, The Goddard School, Parkway Schools, Laclede Gas, Kent Precision Foods, St. Louis Community College, Onshore Outsourcing, The Pear Tree, Monsanto, Connexio Media

CREATIVE DIRECTOR / VICE PRESIDENT

4ORCE 2008 - 2010 > ST. LOUIS, MO

Responsibilities ::

- >> Acted as creative concept and design lead for the agency with full responsibility for agency aesthetic and quality of creative product
- >> Served as agency team lead for both writers and design team, leading the creative charge from inspiration to management including hiring and performance review process



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CREATIVE DIRECTOR: 25+ YEARS OF EXPERIENCE

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WORK EXPERIENCE (CONTINUED)

- >> Performed as active partner in two-person agency leadership team, acting as key advisor and decision maker for directional issues
- >> Served as client counsel, determining marketing needs and offering strategic insight on directional decisions
- >> Acted as main presenter / pitch lead for the agency, from developing directly or leading presentation material development through presentation itself
- >> Led skills development initiatives for both creative and account teams including "Pitch Camp," a personally developed presentation skills-building course that culminated in improv training with a professional improv comedian
- >> Served as a hands-on creative, designing selected projects for the full range of channels and clients

Clients Served ::

Hanes, Hardees, Express Scripts, Scottrade, Budweiser, Bud Light, O'Charley's Restaurants, Trailnet, Furniture Brands, Bissinger's, Children's Home Society of Missouri, MOZO Shoes, Astound Sound, Your Travel Biz

CREATIVE DIRECTOR / MARKETING DIRECTOR

THE PRINCIPIA 2007 - 2008 > ST. LOUIS, MO

Responsibilities ::

- >> Established agency within 100+-year-old educational institution to service the needs of a K - College group of schools
- >> Personally led / managed 35 person team of writers, designers, project managers and interactive professionals from inspiration to management including hiring / firing, resource management and performance review process
- >> Acted as the main "face" for marketing at the institutional level

- >> Performed as creative concept and design lead for the agency with full responsibility for agency aesthetic and quality of creative product
- >> Served as client counsel, determining marketing needs and offering strategic insight on directional decisions
- >> Main presenter / pitch lead for the group from developing directly or leading presentation material development through presentation
- >> Served as a hands-on creative, designing selected projects for the full range of channels and clients

Clients Served ::

Over 30 Internal Clients / Departments of the Institution

INTERACTIVE DESIGN DIRECTOR

MOMENTUM WORLDWIDE 2006 - 2007 > ST. LOUIS, MO

Responsibilities ::

- >> Acted as the design lead for interactive HQ of multinational agency
- >> Served as co-concept lead for clients I was servicing
- >> Active in the pitching / presentation process with my client base
- >> Active voice in departmental decision-making
- >> Served as a hands-on creative, designing multiple projects concurrently for multinational brands

Clients Served ::

Michelob, Michelob Light, Microsoft, Intel, Budweiser Select, Goodyear, Michelob Amberbock, Busch Gardens, Wendy's Restaurants, LEGO



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CREATIVE DIRECTOR: 25+ YEARS OF EXPERIENCE

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WORK EXPERIENCE (CONTINUED)

PRESIDENT / CO-CREATIVE DIRECTOR

3RDKYND, INC. 1999 - 2006 > SKANEATELES, NY

Responsibilities ::

- >> Acting President of boutique agency in New York
- >> Personally led team of writers, designers and programmers from inspiration to management including hiring / firing, resource management and performance review process
- >> Acted as creative concept and co-design lead for the agency with full responsibility for agency aesthetic and quality of creative product
- >> Active partner in two-person agency leadership team, acting as primary decision maker for all directional issues
- >> Main presenter / pitch lead for the agency, from developing or leading presentation materials through presentation
- >> Served as client service lead, managing client relationships, writing all proposal documents and performing full new business function for the agency
- >> Served as a hands-on creative, designing selected projects for the full range of channels and clients

Clients Served ::

Actor Val Kilmer, Syracuse University, Boundless Technologies, Applied Theory, Bausch & Lomb, POMCO Insurance Group, Verity, General Instrument, Dairy Farmers of America, Havas Interactive, Dairylea Cooperative, Sundance Film Fest, Eggwork Productions, Actor Eliza Schneider

INTERACTIVE ART DIRECTOR

MRA GROUP 1997 - 1999 > SYRACUSE, NY

Responsibilities ::

- >> Acted as the design lead for interactive HQ of multinational agency
- >> Managed small team of interactive designers for quality of product and on-time delivery
- >> Performed as agency creative team lead for both writers and design team, leading the creative charge from inspiration to management including hiring and performance review process

Clients Served ::

The Athlete's Foot, ADT Security, Syracuse University, Welch Allyn, Community General Hospital, Brightpoint, Frontier Communications, General Instrument, Food Bank of CNY, Black Clawson Converting Machinery, Götz Dolls

GRAPHIC DESIGNER GROUP C DESIGN 1996 - 1997 > ST. LOUIS, MO

Clients Served ::

Energizer, Eveready, Tripos Genomics, World Famous Tripe Company

GRAPHIC DESIGNER KINKO'S OF MISSOURI 1995 - 1996 > ST. LOUIS, MO

Clients Served ::

Dillards Stores, Gundaker Real Estate, Fischer and Frichtel

INTERACTIVE / UI DESIGNER HANDS ON INTERACTIVE 1993 - 1995 > ST. LOUIS, MO

Clients Served ::

Mosby Medical Publishing, Missouri Botanical Garden, McDonnell Douglas Aerospace
