

DAVID E JOHNSTON {relocating to Pittsburgh, PA}

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Art Director / Senior Designer for Print & Digital UI Interactive

Summary // Award winning art director with expertise in interactive, print, packaging, and exhibition design. I make challenging content accessible, engage and entertain through interactivity, and build emotional connections between brands and customers. My design work uses bold color, experimental typography, and a blend historical and contemporary styles to build memorable, resonant experiences that spark users' curiosity and engagement.

Experience

Independent Contractor // Graphic Design & Art Direction

New York City * January 1998—Present

Designed brand identity, digital and print projects for a variety of business clients. Key projects include:

- Brooklyn Writers Space—identity and website design for shared workspace group.
- The Bubble Room—brand identity, packaging, marketing, and website design for personal care product line.
- Clairol—training DVD for retailers to understand the myriad of Clairol product ranges and applications.

Blue Telescope // Art Director

New York City * August 2007—August 2016

Conceived and implemented award-winning interface, motion, and web designs for museums, exhibits, and online experiences for leading multimedia design firm. Developed and designed print, digital, and exhibition-based internal marketing campaigns. Supervised junior design staff in implementation of internal and client brand guidelines across digital asset production.

Key projects include:

- ***Beyond Rubik's Cube***—Liberty Science Center: Interface design for travelling science & culture exhibition.
- ***Immuno-Oncology***—Bristol Myers Squibb: Print and interface design for Copenhagen-based healthcare exhibition.
- ***BBC Earth Interactive Experience***—Holland America Lines: Motion and Interface design for cruise-ship games based on content from BBC Earth.
- ***Timeline, Mess Hall, Globe***—USS Intrepid Museum: Interface and motion design for several history exhibits.
- Additional clients have included ***Merck, Xerox, Pfizer, Rubin Museum, and Ellis Island***

M 80 Digital // Art Director

New York City * December 1999– December 2001

Developed design ideas and strategies for web, fashion, and corporate clients. Key projects included:

- ***Martini & Rossi***—motion graphics for new campaign in international markets
- ***Virgin Atlantic***—flash based apps and banner advertising

Award Selections

- **Xerox Autobot**, Summit Creative Award
- **Beyond Rubik's Cube**, MUSE Award, Telly Award
- **Bausch & Lomb Kinect Booth**, Communicator Award, Summit Creative Award
- **NPR Audio Guide**, SEGD Global Design Award

Skills

After Effects, Illustrator, Photoshop, In-Design, Animate, Microsoft Office, Cubase

Education

California College of Art, San Francisco, CA // Graphic Design

Art Center College of Design, Pasadena, CA // Film/Cinema/Video Studies

Pepperdine University, Los Angeles, CA // Mass Communication/ Media Studies