



DAVID E JOHNSTON

Art Director :: Senior Designer for Print & Digital UI Interactive

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SUMMARY // Award-winning Art Director with expertise in interactive, print, packaging and exhibition design.

I make challenging content accessible, engaging and entertaining through interactivity, and build emotional connections between brands and customers. My design work uses bold color, experimental typography, and a blend of 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 * August 2016—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.
- **La Mama** – performance festival posters, animated banner ads, program booklet, and calendar.
- **Remember To Vote** – campaign with components of posters, sandwich boards, magnets and postcards.

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 included:

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

Independent Contractor // Graphic Design & Art Direction

New York City * January 2002—June 2007

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

- **Clairol** – training DVD for retailers to understand the myriad of Clairol product ranges and applications.
- **The Bubble Room** – brand identity, packaging, marketing, and website design for personal care product line.
- **Gift of Tongues** – comprehensive design for indie band included tri-fold CD, website, t-shirts, photography and cards.

M-80 Digital // Art Director

New York City * December 1998– 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, *Communicator Award, Summit Creative Award*
- NPR Audio Guide, *SEGD Global Design Award*

SKILLS // SOFTWARE

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