

aaron johnsen

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PROFESSIONAL PROFILE

Freelance Creative Director/Art Director. A visionary and strategic creative leader with 20 years of national and global advertising experience, applying strong conceptual skills and team management. Extensive work experience ranging from integrated digital campaigns interactive experiences, in-store touchscreens, mobile, web sites, and rooted in traditional offline advertising and TV/Video. Passionate, contagious energy with a strong track record of delivering powerful, elegant, award winning work. Proven history of original, effective solutions, as well as efficient strategic implementation. I enjoy staying on top of market trends while trying to set some of my own.

PARTIAL CLIENT LIST

Microsoft, Miller-Coors, adidas, Xbox, AT&T Wireless, G.E., Avia footwear, Animal Planet, Bing, Xbox, Travel New Zealand, AMG, Mercedes-Benz, Windows Mobile, Microsoft Office, G.E., Portland Baseball Group, KXL Radio, eHome, Widmer Brothers Brewing, Flowerbud

EXPERIENCE

AJ Creative - *Freelance Art Director/Creative Director*
2013-Present

Fish Marketing - *Creative Director*
2015-2016 Portland, OR

Razorfish - *Associate Creative Director*
2008-2013 Portland, OR

MarchFirst - *Sr. Art Director* *2002-2007 Portland, OR*

USWeb/CKS - *Art Director* *1999-2002 Portland, OR*

Moffatt/Rosenthal Advertising - *Graphic Designer/Art Director* *1998-1999 Portland, OR*

Freelance - *Art Director* *1997-1998 Portland, OR*

Magnet Design - *Art Director of Applause Magazine*
1996-1997 Red Wing, MN

SKILLS

Conceptual Art Direction	Branding
Creative Direction	Typography
Interactive/site design	Corporate Identity
Design	Logo Design
Social Media Marketing	Experience Design
Video and Broadcast	Creative Team Lead
Touchscreens/Kiosks	Client Presentation
Retail/Interactive media	Client Relationships
Brand Development	Expert level in majority of
Print Advertising	Adobe Creative Suite
Packaging	Integrated Online Marketing
	Campaigns

EDUCATION and CERTIFICATION

Colorado Institute of Art - *Associate of Applied Science,*
Visual Communications/Graphic Design

HONORS

- 2012 - Travel New Zealand Middle Earth Video - Grand Prize for the World Travel Awards
- 2010 - KIN.com W3 Awards - Gold - Website Features, and General Website Categories for Marketing.
W3 Awards Silver Winners - Video & Motion Graphics, and Silver for Visual Design. FWA Site of the Day - KIN.com
- 2009 - FWA Site of the Day, Project Cold - Coors Light. OMMA Awards Finalist - Online Advertising Creativity: Promotion/Website or microsite, Miller-Coors - Project: Cold. Interactive Media Awards, Best in Class for Food & Beverage.
- 2005 - Interactive Excellence, PAF Rosey Awards - T-MAC 4 microsite and adidas basketball site.
Applied Arts Magazine award - January issue. - adidas T-MAC 3. Beyond the Banner Merit Award: adidas T-MAC 3. Yahoo! interactive directory, New & Notable Sites - adidas KG 3 microsite.
- 2004 - Interactive Merit, Portland Roseys, KG microsite. 1st Place Readers' Choice, iMedia Connection.
Interactive merit, The One Show - adidas T-MAC 3 microsite.
- 2003 - Applied Arts Magazine award, T-MAC 3.
- 2002 - Interactive Excellence, PAF Rosey Awards - KOBETWO microsite. Featured in the book, Train of Thoughts - Designing the Effective Web Experience - KOBETWO site.
- 2001 - Top-five finalist in Flash Forward Film Festival, - adidas SL microsite, ecommerce category.
- 2000 - Macromedia site of the day - adidas, Kobe One microsite.
- 1999 - Five times honored in the PAF Rosey Awards for Excellence in collateral & self-promotional categories as Art Director and Digital Illustrator. Macromedia site of the day - Flowerbud.com