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Allana Johnson - Art Direction



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work

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contact

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WORK EXPERIENCE



CREATIVE DIRECTOR AT COLLECTIVE GROUP

2008-PRESENT

- Design capabilities include design, concept and production for: websites, banners, landing pages, social media graphics, interactive, outdoor, brand identity, brochures, packaging, and corporate presentations
- Clientele encompasses a broad-range of categories, most notably in: Beauty/Fashion, Technology, Online media, Independent Artist, Film/Entertainment, and Banking/Financial.
- Brainstorm ideas to help communicate the clients' message across all media
- Develop websites using a variety of online platforms to create custom websites including CMS and CMR creation
- Create digital assets and apps with a focus on responsive design
- Work closely with engineers to achieve web site goals and in a timely matter
- Manage the life-cycle of a project, from concept to hands-on execution
- Facilitate and create presentations in PPT for client meetings
- Find creative solutions while working with small budgets
- Use Adobe CC, InDesign, Photoshop and Illustrator, to execute all print items
- Work with printers to achieve the best possible product on time and within or under budget
- Art Direction and production for lifestyle and fashion photoshoots including coordinating makeup artists and stylists

SR. ART DIRECTOR AT FOURTH WALL MARKETING

2005-2008

- Work with Creative Director at early phase of projects to develop concept. oversees the design and production team, including the copy writer, photographer, etc.
- Co-manage design team, which includes writers, and various photographer, engineers etc.
- Work with designers and studio to executes strategy, concept or visual ideas for a project, including various marketing materials, Identities, micro sites, web banners, fliers, on and offline newsletters, social media and tradeshow
- Brainstorms with studio to provides direction and inspiration
- Maintain brand consistency by oversees the project through the production department and other phases, including prepress, printing and online launches.
- Help the Creative Director to nurture the studio, including all designers and also steers the company design philosophy.

EDUCATION QUALIFICATION



Otis College of Art & Design: BFA Communication Arts

1996-2000