

RE
SU
ME

Allana Johnson - Creative Direction



Allana Johnson



allanajohnson.com



310-210-6162



allana@allanajohnson.com

work

2016–Present

Creative Director: YOK Creative

- › Partner with creative and strategic partners to define and translate strategies into creative concepts
- › Clientele encompasses a broad-range of categories, most notably in: Start ups, SaaS, PaaS, Technology, Online Media, Independent Artist, and Healthcare
- › Lead and inspire creative team to develop innovative design solutions, from broad concept development through implementation
- › Extend client relationships and explore new ways to deliver value
- › Lead new business meetings as a subject matter expert

2008–2016

Creative Director: Collective Group LA

- › Work closely with stakeholders to strategically communicate brand message across all media
- › Lead new business meetings as a subject matter expert
- › Clientele encompasses a broad-range of categories, most notably in: Beauty/Fashion, Technology, Online media, Independent Artist, Architecture, Film/Entertainment, Healthcare, and Banking/Financial
- › Create and facilitate presentations on and off-line for client meetings (or for VC client group presentations)

2005–2008

Creative Director: Fourth Wall Marketing

- › Provides direction and inspiration to all levels of design team, writers, various photographer, developers etc.
- › Execute strategy, concept and visual ideas for projects which include: various marketing materials, identities, micro sites, social media, online content/media, messaging and tradeshow
- › Hire and train design team on brand guidelines and best practices

education

- › Otis College of Art and Design: BFA

business skills

- › Vision & Strategy
- › Inspire & Innovate
- › Ideas & Functional concepts
- › Networking & Client relationships
- › Presentation & Public speaking

off work

- › Professional Food Blogger:
www.buddhajumps.com
- › Teacher & Mentor
- › Avid Painter and Illustrator

interest

- › Avid Cook and Foodie
- › Avid Reader
- › Active runner, hiker and cyclist
- › Family adventures



Allana Johnson - Creative Direction

work

allanajohnson.com

contact

310-210-6162

allanajohnson.com

WORK EXPERIENCE



CREATIVEDIRECTOR — YOK CREATIVE

2016 - PRESENT

- Partner with creatives and strategic partners to define and translate strategies into creative concepts
- Lead and inspire creative team to develop innovative design solutions, from broad concept development through implementation
- Extend client relationships and explore new ways to deliver value

2008 - 2016

CREATIVEDIRECTOR — THE COLLECTIVE GROUP

- Strategically communicate clients' message across all media
- Find creative solutions while working with small budgets
- Manage the life-cycle of a project, from concept to hands-on execution
- Create and facilitate print and online presentations for client meetings (or for VC clients group presentation)

2005 - 2008

CREATIVE DIRECTOR — FOURTH WALL MARKETING

- Provides direction and inspiration to design team, which includes writers, various photographer, developers etc.
- Execute strategy, concept and visual ideas for projects that include: various marketing materials, Identities, micro sites, social media, online content/media and tradeshow