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MICHAEL JOHNSTON

PRODUCTION EXPERIENCE

Jack Morton, Detroit, MI Nov 2017 – Dec 2017

Freelance Senior Integrated Producer (Chevy)

- Produced video content for the Big Hoss TV at Texas Motorspeedway for the 2017 Chevy Bi-Centennial Truck event
- Created and ran Big Hoss TV playlist for duration of Chevy event and worked with video engineers to maintain TV audio
- Ensure videos were up to TV specs, licensing was cleared and worked closely with Editor to make appropriate edits

GTB (f.k.a Team Detroit), Dearborn, MI – 2014 – 2017

Senior Integrated Producer (Ford Motor Company, Lincoln)

- Partner and collaborate with Art Directors/Writers, Strategist, Vendors & Clients to bring the Ford brand to the forefront of digital advertising (Videos, CGI, Apps, Site builds (A.E.M.), 360/VR Video, Experiential, Digital OOH, Banners, Branded Content, Mobile display)
- Manage all production aspects of creative through planning, scope definition, bidding, and execution
- Vet a variety of video and technical production partners
- Work with Talent Management, Business Managers, Legal teams to vet creative before production
- Mentor and educate Associate level producers
- Produce live event talks for agency SXSW festival & Annual Auto show

Carmichael Lynch, Minneapolis, MN – 2011 – 2014

Senior Interactive Producer (Subaru)

- Collaborated with Art Directors, Writers and Designers on creative concepts, campaign ideas & technology
- Managed all production aspects of creative through planning, scope definition, bidding, and execution
- Managed and train associate producers
- Worked with Jira/basecamp to manage development tasks with our developers
- Created and implement efficient digital workflows and processes
- Managed large team of vendors, designers and developers for full scope of project
- Produced live webcast press events for Subaru at the LA Auto Show and Detroit Auto Show

CREATIVE – DESIGN, ART DIRECTION & INTEGRATED EXPERIENCE

Super Space Creative, Oak Park, MI Dec 2017 - present

Senior Graphic Designer / Art Director

TILT (f.k.a The Frameworks), Birmingham, MI Oct 2017 - Nov 2017

Freelance Art Director (Creative Circle)

- Concept & pitch traditional, video, digital, and experiential campaign ideas for Penn Medical client

Pop, Seattle, WA – 2011

Freelance Senior Designer

- Designed and lead Co-Marketing web design team on Target.com
- Designed corporate site for Target India
- Designed Microsites and Mobile sites for various Target Campaigns
- Assisted with Art Direction on various Target/Microsoft Campaigns

Creature, Seattle, WA – 2009 – 2011

Digital Producer / Art Director

- Collaborated with Art Directors and Writers on creative campaign ideas/technology
- Collaborated with Writer and Art Directed smaller interactive creative campaigns
- Managed all production aspects of creative through planning, scope definition, bidding, and execution
- Worked closely with PM's to ensure project requirements and desires are being met and exceeded

- Managed large team of vendors, designers and developers for full scope of project
- Lead studio designers and Digital Production Designers in production of digital assets to facilitate quality final deliverables
- Problem solved technical web design/development issues from beginning to end of project
- Developed simple internal prototyping: Flash, HTML, Mobile, Email Blasts, Splash Pages, and Wordpress
- Technical consultant for all Rich Media projects
- Created and implement efficient digital workflows and processes
- Created and find digital tools and templates to facilitate development efforts
- Developed & managed a variety of brands; JanSport, Pacifico Beer, Microsoft, Bill & Melinda Gates Foundation, Seattle's Best Coffee

Triad Digital Media, Mukilteo, WA – 2009 - 2010

Freelance Interactive Graphic Designer / Flash Developer

Triad Digital Media, Tampa, FL – 2008 - 2009

Interactive Graphic Designer / Flash Developer

- Designed/Created Brand Pages & Ancillaries for Fortune 500 clients
- Art directed Brand Shops and Flash builds for co-marketing
- Participated in brainstorming for site architecture and layout
- Visually conceptualize, plan and execute design for quality user experience
- Organized and manage projects using Basecamp
- Utilized Photoshop, Illustrator, Flash, ActionScript and Dreamweaver to execute creative design
- Utilized Fireworks to slice and optimize site mockups and Flash Microsite pieces
- Utilized Ektron CMS to upload online media and build out websites

Clients include: Walmart.com, Unilever, HP, Sony, Verizon, Microsoft, Hasbro, and more

Sky-Sotheby's International Realty, Sarasota, FL – 2007 - 2008

Lead Graphic Designer / Art Director

- Designed/Created Property Brochures and Direct Mailers for Agents at five branches
- Designed/Created Full Page Ads for The Wall Street Journal and Robb Report Magazine
- Designed weekly Double Truck Ads for two different county newspapers
- Created various print work for marketing and advertising including catalogues, Logos & Iconography

Leisureworks Inc., Sarasota, FL – 2006 - 2007

Print / Web Designer / Web Developer

- Designed/Created print/web work for marketing/advertising: logos, posters, brochures, banners and apparel
- Designed/Created and maintained Leisureworks affiliate websites
- Setup server, Shopping cart CMS and backend Databases
- Maintained content and products using CMS
- Designed/Developed Interactive Flash Content with emphasis on a positive user experience

Freelance Graphic Designer / Front-End Developer, Sarasota, FL – 2004 – 2006

CLIENTS

Chevy	Sherry	Sony
Ford Motor Company	Microsoft Windows	Hasbro
Lincoln	Microsoft Hotmail	Disney
Subaru	Microsoft Bing	Star Wars
Denver Museum	Bill and Melinda Gates Foundation	Hellmans
Target	Hewlett-Packard (HP)	Hanes
Pacifico Beer (Crown Imports)	Proctor & Gamble	Toshiba
Seattle's Best Coffee (Starbucks)	Unilever	American Greetings
JanSport	Kimberly Clark	Crayola

COMPETENCIES

Adobe CC

- * Photoshop (*Advanced*)
- * Illustrator (*Advanced*)
- * InDesign (*Advanced*)
- * Flash (*Advanced*)
- * Dreamweaver (*Advanced*)
- * Fireworks (*Intermediate*)
- * Premiere (*Intermediate*)
- * After Effects (*Intermediate*)

Web Languages and Technology

- * HTML (*Advanced*)
- * CSS (*Intermediate*)
- * PHP (*Beginner*)
- * jQuery (*Beginner*)
- * XML (*Intermediate*)
- * Wordpress (*Intermediate*)
- * Ektron (*Intermediate*)
- * Basecamp (*Intermediate*)
- * Jira (*Intermediate*)
- * AEM (Author Certified)

Microsoft Office Suite

- * Word, Excel, Powerpoint

Apple

- * Keynote

Prototyping (UX)

- * InVision

PUBLICATIONS

- ".NET Magazine" Tweetaconda Project, Page 69, June 2012
- "Communication Arts Design Annual" October 2011 Issue
- "Line Icons" Book Author: Kimberly Elam, 2008
- "Graphic Translation" Book Author: Kimberly Elam, 2008

"Lexicon" Book Author: Edwin Utermohlen , 2007

ORGANIZATIONS

- AIGA
- AD CLUB SEATTLE

EDUCATION

Ringling College of Art & Design, Sarasota, FL (2004 - 2008)

- B.F.A. in Graphic Design & Interactive Communication
- Minor in Art Direction and Business of Art and Design

Lansing Community College, Lansing, MI (2002 – 2004)

- Majored in Computer Information Technology/Networking & Security
- Received award for Excellence in Service from C.I.T. Department