

# mark johnson creative director curriculum vitae 2015



**name** Mark Johnson  
**location** United Kingdom - Working in London / Birmingham / Bristol / Newcastle / Manchester / Cardiff  
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A lively & outgoing Digital Creative & User Experience Director who is able to work within client brief as well as initiating independent projects and motivating a multi-skilled team. Has considerable experience of interactive UX & design and client facing from initial consultation/pitch and conceptualising, project management (Definition, Planning & Implementation), image/content/interface design, QA & project delivery and the overall creative management of digital projects to always ensure that responses to brief fall in line with strategic and business objectives as outlined by the client.

Has acted as creative lead on numerous interactive, cross-platform and mobile projects for clients as diverse as BBC, Channel 4, Disney, Storm Models, Arriva Trains, Capita Group, National Museum, Wales Millennium Centre, Cabinet Office, Parlophone, Bentley, Chanel, Blur, Rachel's Organics, Grant Thornton, Fullers, Royal Mint, EMI Records etc.

Acted as regional representative for British Interactive Media Association and Media Industry advisor to SkillSet in Wales as well as judge for BIMA, BAFTA and Transformat awards. Work has been recognised by BAFTA, BIMA, Digital Impact Awards, Microsoft, RAR, Cardiff Design Festival and Y Design Awards.

**He'll drive you insane.  
Really. Stay away from  
him if your mental health  
is important to you.**

**Amanda Phillips  
(Wife)**

## selected projects

Royal Mint / Ecommerce  
Disney / Online campaigns & marketing  
EMI Records / Fan engagement and campaigns  
Fullers / Digital marketing and mobile  
Donmar Warehouse / Online strategy  
BBC Doctor Who / Games and online viral  
BBC Torchwood / Online viral  
Rachels Organics / Website and campaigns  
Storm Models / Website  
Arriva Trains / Website and campaigns  
Bentley Motors / Online & special projects  
CBBC / Online apps & social media  
BBC Blast / Games  
Sports Council / Digital learning  
S.A. Brain / Website and campaigns  
Blur / Online campaigns and social  
Grant Thornton / Online and mobile  
Parlophone / Online  
BBC Blue Peter / Website and online apps

**You've produced  
something very, very  
special. Thank you.**

**Rob Francis  
(Exec Producer, BBC)**



## experience

### Digital Consultant / Creative Director: Tasty Jan 2013 to Present

Working as an independent consultant and acting as UX and Creative Director/Partner to several agencies and my own client base I have delivered digital and comms projects for a range of organisations including EMI Records, Parlophone, Blur, Sellafield Limited, BBC, Bentley, Chanel, Beta, Workspace, New Scientist, Industry Media, LEAF and others.

This role is a mix of hands on creative and strategic work involving concept and creative development, design production, creative & comms strategy and pitching & proposition development for clients and partners alike.

### Creative Digital and Design: KTN Feb 2015 to Present

Working with KTN's Creative, Digital and Design team with a remit to develop digital economy activity for Wales as well as working on various internal and public facing digital projects.

### Founder and Creative Partner: Beta Feb 2015 to Present

Beta is a digital product studio focused on developing products and services that have a positive social or environmental impact. Currently developing several digital services and products for the environmental sector.

### Creative Director: Sequence Sept 2003 to Jan 2013

Creative Director for this top 25 digital agency and recruited specifically to lift creative ambitions within the agency. This role involved acting as board director as well as day-to-day management and leadership of the creative, UX and interaction design teams and being heavily involved in preparing & presenting pitches for new business and working in a consultancy design capacity for interactive and branding projects.

During my time at the agency I established a culture of design and creative excellence amongst my teams, and the agency as a whole, resulting in being able to go out and compete (and win) in highly creative pitches for games, viral, marketing and mobile commissions for clients such as Disney, BBC, Donmar, Bentley, Microsoft, Arriva, Fuller's, Rachel's Organics, Channel 4, Red Stripe, Lego, Canon etc. as well working with existing clients to assist them in lifting expectations of their own brands and providing a clear understanding of the strategic role of digital comms and design for their businesses.

### Creative Director: Clear\* Interactive Jan 2001 to Sept 2003

Acted as creative lead for Clear\* Interactive and working on various new media projects for diverse client list that included b2b corporate, arts sector, education, marketing, pharmaceutical etc.

### Audio-Visual/Interactive Manager: UGC May 1997 to Jan 2001

Employed by UGC, to oversee and organise all media aspects of corporate HQ in Oxford, managing a multi-skilled team of audio, visual and digital practitioners.

**He was running his own business from our studio and I was glad to see the back of him.**

**Sally Marsh  
(Manager, UGC)**

## really likes

### Music

The Clash, Renegade Soundwave, On-U Sound System, Lee 'Scratch' Perry, Jamie T, Wolf Alice, The Strokes, Primal Scream, Blondie, Billy Bragg, David Bowie, New Young Pony Club, Bim Sherman, Paul Weller, Nine Inch Nails, Young Gods, Blur, Public Enemy, Pop Will Eat Itself, Squarepusher, Aphex Twin, King Tubby, Adrian Sherwood, Scanner

### Film

Repo Man, Goodfellas, Watchmen, Star Wars, The Year of The Gun, Apocalypse Now, Che Guevara, Dark Star, Chappie, The Godfather, Twin Town, Ben Hur, On The Waterfront, Blade Runner, Chinatown, Doctor Strangelove, One Flew Over The Cuckoo's Nest, Helvetica, 2001: A Space Odyssey, Bad Taste, Guardians of the Galaxy

### Respect

UsTwo, North Kingdom, F-i, AKQA, RGA, W+K, Albert Einstein, Hunter S. Thompson, James T. Kirk, Aneurin Bevan, Mighty Boosh, Love Creative, George Carlin, Marie Curie, Tony Soprano, Lex Luthor, Dixon Baxi, Mister, Build, David Tremlett, James Twigg, Steven Goldstone, The Sage, Twitter, Adaptive Path, Apple

**What the fuck is that  
shit you're listening to?**

**Craig White  
(Friend)**

