

mark johnson digital director curriculum vitae 2018



Name Mark Johnson
Location United Kingdom - Working in London / Birmingham / Bristol / Manchester / Newcastle / Cardiff

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A lively & outgoing Digital Creative, UX and Strategy 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 & creative content strategy and client facing from initial consultation/ pitch and conceptualising, project management (Definition, Planning & Implementation), image/ content/interface design, QA & project delivery and the overall management of digital campaigns to always ensure that responses to brief fall in line with strategic and business objectives as outlined by the client.

Has acted as digital lead on numerous campaigns 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.
Stay away from him if
your mental health is
important to you.**

Rob Giles
(Friend and colleague)

Selected projects

Royal Mint / Ecommerce
Innovate UK / Website and campaigns
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.**

James Goss
(Exec Producer, BBC)



Experience

Head of Digital Marketing

Jan 2015 to Present

Leading the digital communications and marketing activity for this UK wide innovation agency. The KTN connects and scopes multi-million pound funding for the UK's innovation economy.

This role leads the entire digital marketing effort for KTN including managing digital agencies, delivery of all digital communications and management of the digital marketing team to connect funding agencies, innovators and investors across multiple tech sectors in the UK and EU.

Digital Consultant / UX & 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 UX, creative and strategic work involving concept and creative development, design production, creative & comms strategy and pitching & proposition development for clients and partners alike.

Creative and UX 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 for, and win, 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.

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' Pery, 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, Steven Goldstone, The Sage, Twitter, Adaptive Path, Apple

What rubbish are you listening to now?

Craig White
(Client)

