

DAVID JOHNSON

Design Director–Creative Consultant

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2011 – Current **Johnson McNair Brand Design**

David began his own strategic & conceptual design consultancy in late summer 2011. He continues to provide strategic assistance, conceptual design and research materials for his clients. He possesses extensive experience creating designs for international markets, and effective virtual management of those assets in the U.S. David's consultancy consists of himself and his business partner, as well as a scalable network of designers, copy writers, web designers & implementation artists. Current clients include: **Procter & Gamble, GE Aviation, Perfetti Van Melle, Unilever** and many others.

Senior Designer at LPK, Cincinnati, OH.

2010 **LPK Innovation** David was assigned to LPK's continued innovation efforts from 2010 – 2011. He was tasked as a go-to creative to contribute conceptual assets for global clients. Major long-term assignments were for **Olay, Camay, Mr. Clean & Swiffer** for P&G, along with **Smucker's** and **Yum Brands**. The scope of these assignments included joining the clients at focus research locations, creating conceptual illustrations and resources, and creating assets for research reports.

2009 **LPK Baby Care** Joined LPK Kids team as a creative lead and to direct implementation of creative assets due to previous experience with licensed character development and design management. LPK Kids is tasked with all aspects of design and implementation of the international **Pampers** brand including packaging, POP, print, and product graphics. He was involved with creation and revision of licensed character art, product graphic design, upstream presentations, and direction of the art from conception through implementation. He contributed to LPK Kid's efforts to expand its reach into other licensed character properties and brand initiatives.

2004 **LPK Home Care Mr. Clean & Swiffer.** David worked for 4 years with the Home-Care category. LPK was awarded the brands from its previous studio (LAGA Design), and were tasked to launch an international strategic brand refresh. A major component of the re-stage was to increase the impact of the Swiffer brand on-shelf and to create a unified branding impression within the related tiers of the Swiffer brand without sacrificing the individual impression of each tier (i.e. **Swiffer Dusters, WetJet**, etc.). LPK looked to this project as an opportunity to expand their efforts into the Home-Care category internationally with P&G. In the ensuing 3 years, they successfully achieved this goal. In 2006, LPK and the Swiffer brand won the prestigious **Procter & Gamble Fusion Award**. This award recognizes a brand that used design to create a breakthrough consumer or shopper experience.

"LPK leveraged design theme and packaging redesign to help the Swiffer Sweeper bring in new trial consumers and maintain current users. Volume growth for the first six months was ahead of year-one expectations"—P&G Press Release, 2006

2003 **LPK Beauty Care** LPK maintains a long-standing relationship with **Procter & Gamble**; at the time, P&G accounts for 60-70% of LPK's billing. The tasks that we are assigned for P&G straddle the line between pure design management, design strategy & execution, and creative implementation. At LPK he produced all aspects of branding from early conceptual design, to creation of brand assets (logos, design architecture, color attributes, and communication) through creation of packaging design and well as ancillary design (Point of Sale, FSCIs, web templates, print communications, etc.) He was immediately assigned to the **Clairol Herbal Essences** account due to his extensive experience with the Hair-Care category for Unilever. He also was assigned to **Thompson Electronics, Sirius Satellite Radio, Rejoice/Pert Plus/Shamptu**, and many other international accounts.

2002 - 2003 **Creative Consultant/Illustrator** for **PepsiCo (Quaker Foods)**. His first assignment was to create packaging concepts for an eventual re-stage of **Quaker Instant Oatmeal**. Over the course of two years, he assisted them in the creation of product concepts for many of PepsiCo's food and beverage brands.

2000 - 2003 **Creative Consultant/Illustrator** for **Unilever**. His first assignment was to create conceptual illustrations for a licensing proposal between **Unilever, Hallmark**, and **Big Idea Productions** utilizing the **Veggie Tales** property. The eventual success of this project led to a three-year relationship with Unilever in Chicago as well as Greenwich, CT. He was a creative resource for consumer product focus research, creating conceptual designs for Unilever's entire portfolio of brands: **Suave, Dove, ThermaSilk, All, Wisk, Snuggle, Aim, Mentadent, Breyer's, Ben & Jerry's** and many others.

Summer 2000 **Freelance Art Director** with **Trisect Designs** in Broadview, IL. There he created designs for **Bosch Electronics**, as well as many consumer and business-to-business accounts.