

Mark Johnston

CREATIVE DIRECTOR / DIRECTOR / DESIGNER / ARTIST

Sarasota, FL

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310-994-1510 mobile

Emmy award winning Creative Director, Director, Designer and Artist, Mark Johnston specializes in large scale, high profile branding initiatives. His work has been viewed by millions of people worldwide as a lead designer and animator for special television events like "The Super Bowl", "The Olympics", and popular shows like "The West Wing", "Survivor", "HBO's Feature Presentation" and "Inside The Actor's Studio".

Johnston manages creative teams that produce outstanding content, creative strategy and multi-platform marketing solutions for international advertising and entertainment based media groups. A strong background in many areas including creative direction, brand development, original concepts, live action direction, visual effects, project management, production coordination, staff training and client relations, assures quality solutions are delivered on time and on budget.

Johnston, has delivered creative content and strategy to a broad spectrum of entertainment based clients including, NBC, ABC, CBS, FOX, HBO, ESPN, MTV, CNBC, Discovery Channel, Science Channel, Travel Channel, Bravo, Disney Channel, Military Channel, TV Guide Channel, E-Entertainment, CBC (Canada), Kabel 1 (Germany), C-Net, Rainbow Media, DDB, Lucent, Kushner Locke, Activision, Warner Brothers, John Wells Productions, Marvel Comics, Electronic Arts and NBA Entertainment.

Qualifications

Creative Director

- Work has been honored with three Emmy nominations, and two Emmy awards from the Academy of Television Arts & Sciences and multiple awards from industry organizations.
- Work has been featured both domestically and internationally, and has played a key role on multiple television network identity packages in the U.S., Canada, and Germany.
- Well-versed in directing live-action, while specializing in advanced effects and post-production techniques.
- Computer systems: After Effects, PhotoShop, Illustrator, Acrobat, In Design, Maya, Cinema 4D, Final Cut Pro, Avid, Painter, Microsoft Office and other systems.

Experience

Creative Director

Arnson Communications

Currently booked to June 2009 for EA E3 Conference Presentation

Venice, CA
Jan 2009 - Jun 2009

Creative Director

Edgeworx

FedEx One (brand strategy)
The Human Spark (starring Alan Alda)
Giving it Up (feature film documentary)
Pam: Girl on the Loose (Pamela Anderson's series)
RuPaul's Drag Race
You Can't Build That

Los Angeles, CA
2007 - 2008

Creative Director

Philadelphia, PA

Concrete Pictures

Travel Channel (network redesign)
Military Channel (network launch & promos)
RushHD (network launch)
FedEx One (network launch)
Discovery Channel (promos)
Discovery On Demand (multi-channel toolkit package)
Science Channel (promos & logo redesign)
TV Guide Channel (awards show package featuring Joan & Melissa Rivers)
PBS (network HD ID)

Director/Designer

New York, NY

Freelance

CBC Canada (network redesign & live-action ID's)
Disney Channel (network IDs)
Survivor 2 – The Australian Outback (main title)
Inside the Actor's Studio (main title)
Bravo's Gotham Awards (show package)
Broadway on Bravo (show package)
The Weather Channel (package proposals)
CNBC's Wake Up Call (main title)
Prime Sports (network launch)
Fleer-Marvel Comics "Powerblast" (digital trading card illustrations)
NBC Sports (set design for NFL and NBA studio shows)
MTV News (designer)
CNBC (designer)
NBA Entertainment (designer)
CNET (designer)
Post Perfect (designer & effects compositor)

Designer/Director

Culver City, CA

Pittard Sullivan

Lockheed Martin "The Future" (commercial via DDB)
The Travel Channel "Break Away" (campaign featuring John O'Hurley)
The West Wing (dramatic series main title)
HBO Feature Presentation (movie intro main title)
Kabel 1 Germany (live-action campaign package)
Fox Family Channel (cg supervisor)
Cracker (dramatic series main title)
Wilson Staff (design & animation)

Design Director

Barcelona Spain

NBC Games of the XXV Olympiad

Fine Art

Out of Frame Motion Art From Mobius

Experimental works selected from the high definition arts venue titled "Mobius", were featured in a group show at the Philadelphia Art Alliance. The exhibit showcased the largest collection of high-definition art ever assembled by some of the world's best contemporary creative artists.

Education

Bachelor of Fine Arts in Graphic Design

New York NY

School of Visual Arts

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