

dana johnston

1318 3/4 Lucile Ave. Los Angeles, CA 90026
dana@thebiganimals.com 917 865 2206

experience

YARD NYC; Designer/Art Director

December 06 - March 08; New York, NY

Design, art direction, strategy and visual development, project management, production, image research and presentation of advertising, branding, print and packaging concepts for fashion, beauty and lifestyle brands. Lead creative for LeSportsac, Gaiam and Bobby Jones; other accounts included: WE TV, Jones NY, Liz Claiborne, and Converse by John Varvatos.

GRID 2, INTERNATIONAL; Graphic Designer

August 05 - December 06; New York, NY

Design, strategy and visual development, project management, production, and presentation of brand identity systems, collateral, print, packaging and environmental graphics in the retail sector. Both international and national brands ranging from furniture stores, food/markets to retail spaces dedicated to the "tween" lifestyle.

TPG ARCHITECTURE; Graphic Designer (*full-time freelance*)

February 05 - August 05; New York, NY

Design, project management, and production of brand identity systems, collateral, print, and environmental graphics; as well as various internal graphic needs.

MACDUFF EVERTON STUDIO; Content Director

May 03 - February 05; Santa Barbara, CA

Director of stock photo website (from initial stages to launch) for fine art, editorial, and advertising photographer; which included the design and functionality of the site, developed a naming system, implementation process, and search data creation and development.

SAM SMIDT STUDIO; Design Intern

December 02 - April 03; Palo Alto, CA

Concept development and production for print and editorial design.

education

CAL POLY STATE UNIVERSITY

December 02; San Luis Obispo, CA

Bachelor of Science in Art & Design, concentration in Graphic Design

CHELSEA COLLEGE OF ART & DESIGN;

CENTRAL ST. MARTIN'S COLLEGE OF ART & DESIGN;

June 00 - August 00; London, England

The American Institute for Foreign Study in affiliation with the London Institute

skills

knowledge of: InDesign, Illustrator, Photoshop, Quark Xpress

qualities: team leader, organized, detail oriented, positive personality

loves: tiny things, oak trees, library of congress on flickr, peonies, picnics

references available upon request.