






# mike johnson

SENIOR ART DIRECTOR

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Detroit-based art director with over 30 years experience in developing and producing effective television, print and digital concepts for national and regional automotive, sports and retail industries. Demonstrated long-term commitment and trusted effort towards a range of clients and projects. Successfully adapted to the evolution of digital marketing and advertising demands while maintaining strong conceptual creative ideas.

## EXPERIENCE

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### GTB/TEAM DETROIT - DEARBORN

#### SENIOR ART DIRECTOR

(2016 - PRESENT)

- Developed and produced television broadcast, digital, social, OOH and point of sale for Tri-State Dealer Group.
- Supervised shoots and editorial production for Ford Regional groups including New England, Tri-State, Philadelphia.
- Concepted, art directed and produced television, print and digital for Ford Retail and National Sales Events.

(2001 - 2016)

- Concepted and produced Ford Tier 1 and Tier 1.5 broadcast for national sales events and new vehicle launches. Also art directed Ford Tier 1.5 photography shoots which included Truck Month, Swap Your Ride, Spread The Word and EcoBoost Challenge sales events.
- Art directed Ford vehicle summer and winter running footage packages, as well as digital vehicle cgi development and production.
- Worked with in-house design studio to develop and produce digital, print and design materials for Ford.

### LITTLE CAESAR ENTERPRISES, INC. - DETROIT

#### SENIOR CREATIVE DIRECTOR

(2000 - 2001)

- Developed and supervised the design and production of retail print, outdoor, television and direct mail advertising for Little Caesars sales promotions and marketing initiatives.
- Responsible for managing and providing direction to creative staff.
- Created marketing and advertising materials for the launch of new products.
- Supervised national television and print photography shoots.

### COMERICA PARK CONSTRUCTION TEAM DESIGN DIRECTOR

(1999 - 2000)

- Responsible for designing and art directing Comerica Park graphic elements and signage.
- Worked with graphic studios, signage companies and architecture firms overseeing development and production of ballpark signage.
- Supervised all photography shoots.
- Created 52 illustrations of former Tiger greats to be used in entrances of luxury suites.

### CREATIVE SUPERVISOR

(1991 - 1999)

- Responsible for conceiving, writing, designing and producing national print, point of sale, direct mail advertising.
- Supervised all Little Caesars national print photography and corporate art director for national television advertising.
- Developed concepts and marketing materials for Detroit Red Wings, Detroit Tigers and Second City.
- Responsible for print production and press checks on print and sales promotional items.

## **EXPERIENCE CONT.**

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### **J. WALTER THOMPSON - DETROIT**

#### **ART DIRECTOR**

(1987 - 1991)

- Developed and art directed national print, regional print, television broadcast and point of sale for Ford Regional advertising groups.
- Art Directed and produced materials for successful new business client Precision Tune.

### **FREELANCE - DETROIT**

#### **ART DIRECTOR/DESIGNER/ILLUSTRATOR**

(1987 - PRESENT)

- Designed and developed marketing and advertising materials including website home pages, digital banners, logos, ads, outdoor, retail signage and product design.
- Supervised product shoots.
- Managed and oversaw print production.
- Clients include Eastern Michigan University, The Henry Ford Museum, Pet Supplies Plus, Skyline Screen Printing, Nokona Sporting Goods, Strictly Pets, Heron Bay Development, Detroit Athletic Company, Monroe Family Dentistry, Divine Child Church, The University of Michigan Cochlear Implant Program and Detroit Tigers.

## **EDUCATION**

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### **WAYNE STATE UNIVERSITY - DETROIT**

- Bachelor of Fine Arts in Advertising Design
- Athletic Scholarship - Baseball

## **SKILL & ATTRIBUTES**

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- Experienced in Adobe Suite Programs.
- Hard working team player who maintains a positive open-minded attitude.
- Experienced in developing effective concepts.
- Shares knowledge and seeks out ways to elevate work.

## **REFERENCES**

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References available upon request