



# JACK JOHNSON III

DESIGN DIRECTOR | CREATIVE LEADER  
BRAND | EXPERIENTIAL DESIGN

## PROFESSIONAL PROFILE

Award-winning Design Director and creative leader with 20+ years of experience building impactful brand experiences, integrated campaigns, and creative systems for global brands including Microsoft, Xbox, Nike, NFL, Intel, Callaway, and many more. Known for combining strategic thinking with hands-on design execution, mentoring creative teams, elevating craft, and delivering work across digital, print, experiential, motion, and environmental design. Passionate about storytelling and collaboration, with a people-first leadership style, strong production expertise, and a balanced approach to concept development and execution.

## CONTACT

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linkedin.com

## PORTFOLIO

www.jackjohnsoniii.com

## CORE STRENGTHS

Creative & Art Direction  
Brand Development & Systems  
Creative Concepting & Ideation  
Integrated Campaign Development  
Digital & Product Design  
Visual Communication & Storytelling  
Motion / Video Direction  
End-to-end Design Execution  
Team Leadership, Hiring & Mentorship  
Client Presentation & Communication  
AI-assisted Design & Prototyping

## EDUCATION

### BACHELOR'S DEGREE

Portland State University - 2000  
B.S. Graphic Design

## PROFESSIONAL SUMMARY

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#### DESIGN DIRECTOR

DECEMBER 2022 - MARCH 2026 · 3 yrs 4 mos

- Directed visual identity systems, integrated campaigns, and branded experiences for major national and global clients.
- Led creative development from early concepting through final execution across digital, print, experiential, and motion deliverables.
- Collaborated closely with strategists, producers, writers, developers, and executive stakeholders to align creative solutions with business goals.
- Mentored and guided multidisciplinary design teams while maintaining high creative standards and strong attention to detail.
- Balanced creative leadership with hands-on design execution in fast-paced agency environments.
- Helped drive high-quality creative output while ensuring projects remained on schedule and aligned with budget expectations.

### CMD

#### DESIGN DIRECTOR, STUDIO

OCTOBER 2019 - DECEMBER 2022 · 3 yrs 3 mos

- Directed creative standards and visual execution across B2B and B2C campaigns for enterprise and consumer brands.
- Managed and mentored designers while fostering a collaborative, high-performance studio culture.
- Developed brand systems, campaign concepts, and multi-platform design solutions across print, digital, motion, and experiential work.
- Presented creative work to clients and executive stakeholders, translating strategic objectives into compelling visual communication.
- Oversaw projects from concept through launch while maintaining exceptional quality, consistency, and efficiency.
- Helped deliver measurable business impact through strong visual storytelling and thoughtful creative strategy.

## SELECT CLIENTS & BRANDS

Microsoft, Xbox, NFL, Intel, Nike, Adidas, Callaway, Seattle University, LaceClips, J.P. Morgan, LaLiga, Wilson Sporting Goods, Freightliner, ASUS, Banner Bank, HP, JELD-WEN, Converse, Jenny Craig, Samsung, CentryLink, CBT Nuggets, Fastly, Spotify, Adobe, Netflix, Sparkling Ice, Mixer, and many more.

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## DESIGN & CREATIVE TOOLS

Adobe Creative Suite  
AI-Assisted Design Workflows  
Figma  
Print Production  
Brand Systems  
Presentation Design  
Motion Collaboration  
Prototyping  
Visual Systems  
Creative Direction

## COLLABORATION

Microsoft Teams  
Zoom  
Slack  
Discord

## AI

Midjourney  
ChatGPT  
Claude  
Virtual  
Adobe Firefly  
Figma AI

## CMD

### SENIOR ART DIRECTOR

MAY 2008 - OCTOBER 2019 · 14 yrs 8 mos

- Led visual direction for integrated campaigns spanning digital, print, video, and environmental design.
- Collaborated with cross-functional teams to develop large-scale creative campaigns and branded experiences.
- Oversaw photo shoots, video productions, design systems, and final asset creation from concept through delivery.
- Mentored junior and mid-level creatives while helping elevate overall team craft and creative output.
- Maintained strong relationships with clients through clear communication, presentations, and creative leadership.
- Produced award-winning creative work for globally recognized brands and organizations.

## PREVIOUS EXPERIENCE

### THE NEW GROUP

#### SENIOR ART DIRECTOR

JULY 2007 - APRIL 2008 · 10 mos

### OVERLAND AGENCY

#### SENIOR DESIGNER

NOV 2004 - JULY 2007 · 2 yrs 10 mos

### COPIOUS

#### CO-FOUNDER / CREATIVE LEAD

JAN 2000 - OCT 2004 · 4 yrs 10 mos

## LEADERSHIP STYLE

Hands-on creative leader with a passion for collaboration, mentorship, craftsmanship, sports culture, visual storytelling, and building memorable brand experiences. Known for elevating creative teams, developing strong client relationships, and delivering thoughtful, strategically driven design solutions.

## AWARDS AND RECOGNITION

My work has received recognition across leading global award shows such as Cannes Lions, the Clio Awards, The One Show, the Webby Awards, and the Shorty Awards, as well as regional programs including The Roseys.

Work inquiries

Email

Portfolio

LinkedIn