

Grant Johnson

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EXPERIENCE

Art Director & Creative Director

Omnireach (Student Ad Agency)

- 2019 • Designed visual identity for Akelos Water, a water engineering student organization affiliated with University of Illinois
- Integrated the core principles behind Akelos, along with the group's own personal suggestions, into a plan for the visual marketing of the brand that would be both captivating, informative, and 'unexploitative' of the images of those being served
- Went through an ad bid process with Akelos, facing off against various competitors through presentation and critique of our planned ad campaign, becoming the Akelos president's favorite campaign
- Communicated effectively with other members of the Omnireach team (namely, the copywriter, research director, and account manager) to ensure a product consistent with the wants and needs of our client

Art Director & Copywriter

Student Ad Agency

- 2018-2019 • Participated in the creation of dozens of mock ad campaigns & one-shots for various brands in a variety of different categories, with differing campaign directives
- Engaged in constant critique, discussion, and revamping of both my own work, as well as others, in a group setting similar to an agency, as well as two-person copywriter/art director teams
- Handled creative challenges such as generating ads with no copy, creating storyboards for radio/TV, producing a 'viral' video, reviving an underdog brand, and creating experimental out-of-home marketing plans

Designer

Ninth Letter Design Team

- 2018 • Worked in collaboration with a ten-person design team creating the layout/formatting, imagery, and typographic design for an English literary periodical published biannually by the University of Illinois
- Intensively cultivated a visual direction and format based upon our 'creative brief' – the writing, information, and themes we were provided by the variety of authors that would be published within our edition of *Ninth Letter*
- Won *Applied Arts* 2018 Student Design Award as part of the team, as well as selling out of our edition
- Gained major expertise in print design & production, user experience, and meeting real production deadlines

EDUCATION

2019 **University of Illinois, Champaign, Illinois** — *BS Advertising, Minors in Informatics and Art & Design*

- 3.43/4.00 GPA
- Admitted to 2017 & 2018 College of Media Dean's List

SKILLS

Proficiency with the Adobe Suite (Photoshop, Illustrator, Lightroom, Premiere, After Effects)

Proficiency with the Google Suite

Google AdWords Certified

Working knowledge of HTML, Python, and Java, experience with 'thinking in code'

Ample communication abilities

Strong, self-driven work ethic