

Overview

I'm a Creative Director and Adjunct Professor with over nine years experience in producing strategic and engaging user experiences. I offer a 360° set of design services across multiple platforms, including, online, print, gaming, social networking, broadcast, signage and point-of-purchase. I'm skilled at communicating complex issues to diverse audiences, and I possess a proven talent for inspiring creative teams to deliver superb work under tight deadlines. I believe in delivering quality design work no matter the situation, and mentoring designers on achieving career goals.

Experience

Youbet.com / STRIKEit.com

Woodland Hills, CA

Creative Director

January 2010 to Present

- Developed core brand messaging strategy for Youbet.com.
- Creative lead on multiple online, TV and print advertising campaigns.
- Designed and implemented creative process flow and project management procedures for all creative and marketing projects.
- Led redesign of Strikeit.com and the development of fun pick game.
- Provided creative direction and creative team management for all online and offline marketing initiatives.
- Developed branding and application design for all mobile applications.

Art Institute

Santa Ana, CA / North Hollywood, CA

Adjunct Professor

August 2007 to Present

- Courses include: Typography II, Digital Message Making, Branding, Senior Design Studio, Message Making and Senior Portfolio II.
- Developed curriculum, syllabi, lesson plans, handouts, demos and lectures.
- Provided student mentoring and career advice for graduating students.
- Created student/industry professional mentoring program in courses.
- Designed and organized student gallery shows around course curriculum.

GamersFirst/K2 Network

Irvine, CA

Creative Director

February 2008 to December 2009

- Developed and implemented creative department best practices, programs and procedures, which led to improved quality and increased production by 70%.
- Built and managed team of design, illustration, animation and editorial resources.
- Developed branding and style guide for GamersFirst and its products.
- Casual Game design, development, and integration into social networking sites.
- Managed data driven marketing process from promotion creation to launch.
- Managed translation/localization for games, products, and marketing collateral.



Kristopher Johns

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Experience (Continued)

E*trade Financial

New York, NY

Senior Art Director

January 2006 to August 2007

- 2007 Brand style guide content development, design, and integration.
- Lead designer on multiple online and offline marketing initiatives.
- Created benchmark strategy for all printed marketing collateral.
- Information architecture and user interface design for etrade.com.
- Integrated brand strategy and design into all branch locations.

Seed Magazine

New York, NY

Freelance Art Director/Designer

August 2005 to January 2006

- Art Direction and planning of product, lifestyle, and editorial photoshoots.
- Design of multiple layouts and advertisements throughout publication.
- Worked directly with editorial staff on development of information graphics.
- Implemented best practices and standards for new magazine design.
- Find, hire, and art direct multiple illustrators, photographers, and designers.

Elephant Studio

Laguna Beach, CA/Brooklyn, NY

Principal

March 1999 to August 2005

- Grew a freelance operation to a successful creative agency.
- Responsible for creative strategy and client relations on all projects.
- Guided new business development efforts and set company strategy.
- Managed design and writing resources to support online and offline client initiatives.
- Clients Included: Adele(shopadele.com), CNBC, Nick Jr, Seed Magazine, Mad Money, Adidas, Axial Racing, E*trade, Upshot Energy Drink, MTV, Skateboard Trade News, Future Snowboard Magazine, Fierce Luxury, Gruen Associates and Paradigm Funds.

Education

School of Visual Arts

New York, New York.

MFA in Design, 2005.

Laguna College of Art and Design

Laguna Beach, California.

BFA in Graphic Design, 2002.

Professional Skills

- Graphic Design
- Translations/Localization
- Project Management
- Game/Web/Kiosk UI Design
- User Experience
- Information Architecture
- Creative Direction
- Editorial Management
- Teaching/Lecturing/Mentoring
- Interactive Design/Development
- Broadcast Design/Animation
- Letterpress Printing
- Adobe CS5 Master Collection
- Art Direction
- HTML + Java Script + CSS
- Flash/ActionScript