



amy johnson – art direction/design

• 1153 benton way arden hills, mn 55112 • 651-283-6875 • amy@amyjstudio.com

With 12 years experience in marketing, promotions, advertising and publications, I have in-depth knowledge of the creative process with a diverse clientele. My experience includes concepting and brainstorming, client presentation, art direction and mentoring, graphic design, photo shoot direction, retouching and production. I strive to create ideas that become memorable, engaging and successful, as well as provide client satisfaction and brand stewardship.

clients

3M, Amtrust Bank, Augsburg Fortress Publishing, Campbells, C.H. Robinson, Citizens Bank, ConAgra, Design Smith, Fresh Express Salad, Frito Lay, Go East, Gold'n Plump, Greenspring Media Group, Hormel, John Ryan, Land O'Lakes, Luxury Home Tour Magazine, MarketingLab, Minneapolis/St. Paul Magazine, NWA World Traveler Magazine, Multifoods, Pillsbury, Procter & Gamble, Qwest, Schwan's, SuperValu, Unilever, Wolters Kluwer

experience

07/2006 - Present: Freelance Designer, Art Director and Production Artist – Amy J. Studio, Inc.
Design, art direction and production of ads, marketing and promotional materials, consumer publications, logos, identity systems, B2B and magazines. Partner with creative and account teams in brainstorming and planning sessions.

10/2000 - 05/2006: Art Director – Ryan Partnership, Minneapolis

Art direction/design of advertising, marketing and promotional materials to consumers and trade. Managed creative team in taking jobs from concept to release. Directed photo shoots, illustrators, freelance talent and writers. Participated in brainstorming and strategic planning sessions. Partnered with client and account management teams. Presented to clients.

06/2000 - 10/2000: Freelance Designer – Creatis, Minneapolis

Design and production for Ryan Partnership. Worked closely with Creative Director and Art Directors on concepting and producing marketing materials. Provided production and research support.

01/2000 - 06/2000: Freelance Designer – Aquent, Minneapolis

Design, art direction and production for various clients. Designed and produced catalogs, direct mail and newspaper ads.

11/1998 - 11/1999: Graphic Designer – Digital Marketing, Minneapolis

Design and production of direct mail, brochures, postcards, folders and inserts for variable digital printing. Established in-house photo studio and directed photo shoots.

09/1997 - 11/1998: Graphic Designer – The Sportsman's Guide, St. Paul

Design and layout of clothing/sporting goods catalogs. Design and production of magazine ads.

12/1996 - 09/1997: Graphic Designer/Production Artist – TMP Worldwide, Eden Prairie

Design brochures, ads, marketing kits, web sites and trade show booths. Worked with creative and account teams in launching monster.com.

education

St. Cloud State University

B.F.A. Graphic Design

B.S. Mass Communications – Advertising emphasis

talents

Art direction, brainstorming, graphic design, photo shoots, photo retouching and print production.

Computer Skills:

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Flash), QuarkXPress, Adobe Acrobat