



Matthew Johnson

mjaystudios.com
mjay2k@gmail.com

Innovative Art Director with decades of experience creating award-winning advertising campaigns that have significantly grown business for clients. Expert in conceptualizing and executing big ideas with a proven track record of delivering impactful visual designs that effectively communicate to target markets. Adept at managing projects from concept to completion, consistently exceeding client expectations. Recognized for a unique ability to blend strategic thinking with artistic excellence, driving both creative and commercial success.

TECHNICAL PROFICIENCY

Art direction, Package design, Campaign imagineering, Name storming, Design innovation, Production art, Logo design, Website design, Web advertising, Email blast campaigns, Presentation design, and more

PROFESSIONAL EXPERIENCE

Berry Global, Inc Evansville, IN

Senior Graphic Designer

2015 – July 2024

This role required expertise in Adobe Creative Suite, team leadership, cross-functional collaboration, and multitasking while maintaining high standards. Contributions greatly influenced the company's brand strategy and visual identity. Led the creative direction for the company and its extensive brand portfolio, ensuring a cohesive visual identity. Conceptualized and designed branding for emerging brands, developed diverse marketing materials, and crafted communications for various initiatives. Additionally, applied branding guidelines to trade show booths, developed comprehensive reports, and designed numerous presentations for the sales teams.

10over12 Creative Evansville, IN

Art Director

2010 – 2014

Collaborated in the development and execution of innovative advertising campaigns across multiple media platforms, working closely with Account Executives to translate client objectives into compelling visual solutions. Partnered with Copywriters to ensure cohesive messaging. Operated under the guidance of a Creative Director, contributing to strategic planning and participating in brainstorming sessions.

Keller Crescent Advertising Evansville, IN

Digital Designer

2008 – 2010

Started as the agency's web developer, building multiple websites, and soon moved into a more collaborative role as an art director on all major projects. Developed winning conceptual work for national and local clients, demonstrating versatility and innovation in both web development and creative design.

EDUCATION

Bachelor of Science in Interdisciplinary Studies

2020

Liberty University, Lynchburg, VA

AA in Visual Communications (Graphic Design)

2008

AA in Visual Communications (Web Design)

Ivy Tech State College, Evansville, IN

AWARDS

American Advertising Federation

2024 Silver ADDY "Do Better. Dose Better" Campaign

2022 Silver ADDY Berry Global Pack Expo Booth

2019 Silver ADDY Airport Business Lounge

2018 Silver ADDY Premium Jars Sales Kit



But that's just boring copy. See the fun stuff at mjaystudios.com.
References available upon request.