

# Danielle Johnson

Experiential Art Director

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## SKILLS

Visual Design  
Illustration  
Experience Design  
Product Design  
UX/UI Design  
Design Thinking  
Rapid Prototyping  
User Research & Testing  
Image & Video Editing  
Social Media Marketing  
Storyboarding  
Strategy Development  
Augmented & Virtual Reality

## TOOLS

Adobe Suite  
Live Canvas  
Sketch  
Spark AR  
Cinema4D  
Blender  
InVision  
Final Cut Pro  
Figma  
Procreate

## AS SEEN ON

*Feel free to click and follow the links*

[2020 Young Ones Winner](#)

[How to Apply Disney Magic](#)

[The Junior Designer Starter Pack](#)

## LANGUAGES

English (Fluent)  
Spanish (Intermediate)  
Japanese (Beginner)

## WORK EXPERIENCE

### **Marine Corps Community Services** Marketing Technician

September 2024 – present

Iwakuni, Japan

I empowered military personnel and their families by creating and ensuring the success of events on Marine Air Station Iwakuni. As the lead creative, I planned site maps, hired vendors and reviewed promotional materials. The work of graphic designers and copywriters was evaluated and approved by me. I also worked alongside Japanese locals which strengthened my knowledge of the Japanese language.

### **The Walt Disney Company** Art Director

November 2021 – March 2024

Orlando, Florida

I worked for Disney Yellow Shoes Marketing Group on several lines of business including Disney Cruise Line, Disney Springs, Disney World Parks, Disneyland, Black Consumer and Water Parks. I supported each team by leading the planning and execution of productions: creating wardrobe/prop mood boards, managing set design and casting talent. I also illustrated content and aided in the development of marketing campaigns.

### **On Board Experiential** Designer

April 2021 – November 2021

Remote

I worked alongside producers and strategists to develop immersive experiential marketing events for corporate clients such as Nike and JP Morgan Chase. As the lead designer for several projects, I traveled for site visits to gather photos and research to ensure the best experiences possible. Later, I created brand guides, large format signage and merchandise for the events as well as Photoshop and 3D rendered mockups.

### **Viget** Product Designer

September 2020 – April 2021

Remote

I contributed on UX and design teams by not only prototyping, but illustrating to make better products. I conducted research to ensure necessary audiences were being represented in the final design, then created detailed wireframes and prototypes for my clients.

## EDUCATION

### **Virginia Commonwealth University**

Class of 2018

B.S. Interdisciplinary Studies: Fine Arts & Media

VCU da Vinci Center: Product Innovation Certificate

### **VCU Brandcenter**

Class of 2020

M.S. Business: Marketing

& Experience Design