

Danielle Johnson

Experiential Art Director

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(757) 822-8309

www.danielle-johnson.com

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

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 drawing and 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

VCU Brandcenter

Class of 2020

M.S. Experience Design

Virginia Commonwealth University

Class of 2018

B.S. Interdisciplinary Studies: Fine Arts & Media

VCU da Vinci Center: Product Innovation Certificate