

# danielle johnson

Danielle Johnson, Experience Designer

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## EXPERIENCE

### Associate Art Director, Disney

Orlando, FL | August 2022 — present

- Directed photo and video shoots to create social media content and commercials
- Created campaign directions and visual support aids such as wardrobe mood boards and color palettes
- Illustrated content and aided in the production of image and gif animations

### Associate Art Director (Freelance), Disney

Remote | November 2021 — July 2022

- Produced digital and print assets such as emails, booklets and stadium screens to promote Disney cruises
- Storyboarded videos for social media and television commercials and directed their editing processes
- Assisted in script writing and media ideation to create fresh social media campaigns

### Designer, On Board Experiential

Remote | April 2021 — November 2021

- Produced immersive in-person and digital experiences for clients such as Nike and J.P. Morgan Chase
- Created large format signage and merchandise for events as well as Photoshop and 3D rendered mockups
- Traveled for site visits to gather photos and research to ensure the best experiences possible

## EDUCATION

### VCU Brandcenter - May 2020

M.S. Business: Experience Design

### Virginia Commonwealth University - May 2018

Bachelor of Interdisciplinary Studies: Arts & Media

### VCU da Vinci Center - May 2018

Product Innovation Certificate

## SKILLS

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

## TOOLS

Adobe Suite  
Live Canvas  
Sketch  
Spark AR  
Cinema 4D  
InVision  
Final Cut Pro  
Figma

## 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](#)