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## Experience

### Starin

Art Director / Interactive Designer August 2015 to present

Starin AV. Starin is one of the largest Audio Visual distributors in the United States. My role along with my team is to develop marketing content for the brand promoting Starin's products and services in the Pro AV B2B marketplace. This includes all digital, social media, print, video, and display components using an omni channel marketing approach. Because the team is small we wear many hats. Over the last 3 years I have done an extensive amount of copy writing in addition to strategy, research, and project management with outside vendors and freelance designers.

### Hallmark Cards.

Sr. Designer

Creative Marketing Studio. October 2011 - June 2015

The Creative Marketing Studio is the internal advertising agency for Hallmark Cards. My role within this department includes everything from print based advertising to the development of digital content for mobile and the web. In addition to content production, as a Sr. Designer I am responsible for art direction across omni channel projects, brand direction and development, concept development, and consultation with other departments to help determine the best design tactics and practices that will achieve the best results for their marketing initiatives. In addition to my role as a design leader, I am a software trainer for Adobe CS software teaching After Effects, Premier, Audition, Photoshop, and Illustrator, to other Hallmark staff.

Multimedia Designer 4

Multimedia Design Studio September 2009 - October 2011

The Multimedia Studio was the center of excellence that was charged with creating all animated, video, and audio content for Hallmark Cards. During the 15 year life of this studio, we produced everything from e-cards, to online short videos, and internal multimedia presentations. My role within this department was to produce animated and video based content for distribution on the web as well as through mobile. As the studio progressed, we were aligned directly with Hallmark Digital and became responsible for the look and feel of Hallmark.com as well as the user experience design of all online touch points. Over the last ten years I have worked closely with Hallmark Digital to help develop user interfaces, user experiences, and translate the Hallmark brand from an ink on paper world to a digital experience that upholds Hallmarks over arching brand values. In 2012 the Multimedia Studio merged with the Creative Marketing Studio.

Designer 4

NCD / NCC Studio August 2007 - September 2009

The NCD and NCC studios were responsible for the development and implementation of new product concepts for Hallmark Cards. My role within this studio was to develop digital content that would extend the experience of the physical product. This included audio, augmented reality, video, smartphone applications, microsites, etc.

Designer 4

Character Design Studio August 2007 - September 2009

The Character Design Studio at Hallmark Cards was responsible for the development and execution of new and licensed character properties. I developed digital content for hoops&yoyo, Maxine, Rainbow Brits, Asteroid Andy, and Revilo product lines. This content ranged from pod casts, mobile apps, greeting cards, e-cards, marketing materials, and physical product offerings.

Designer 3

Visual Merchandising Studio Hallmark Cards. June 2004 - August 2007

The Visual Merchandising Studio produces all visual merchandising materials for both Gold Crown and Mass Channel retailers. My role within this department was to produce signage, and way finding systems for both retail channels. In this studio designers worked directly with industrial designers, store planners, and architects to produce a cohesive implementation of the Hallmark brand at retail on tight deadlines and within budget constraints.

## **UMB Internet Services.**

Creative Director / User Experience Architect, UMB Interactive Services. October 2001 - June 2004

UMB Interactive Services and WebSolutions was responsible for the development and implementation of all internet and intranet based content for internal and external UMB customers. This included the overall look and feel, navigational functionality, Internet brand strategy, and design content updated by the Internet Services Design Staff. My role was to supervise a staff of designers and developers executing content development for UMB. My staff and myself worked directly with UMB's internal marketing department as well as our external advertising agencies to translate branding and product recognition to our current public web sites.

## **IMMEDIENT.**

Creative Director / User Experience Architect, Kansas City Offices. May 1999 - October 2001

Immediant was a professional services organization specializing in website design and development. At Immediant was responsible for the development of projects I was directly responsible for included Fossil watches, Mary Kay cosmetics, Radio Shack, Kenneth Cole websites. As Creative Director I worked directly with the Agency of record for each company to translate the clients print based marketing materials into an online experience that upheld their brand voice and customer experience. In addition to creative direction for client sites I was responsible for the art direction on all print collateral and documentation for IMMEDIANT, and managed a staff of designers and developers for each project.

## **Hallmark Cards.**

Art Director / Sr. Interface Designer. July 1993 - May 1999

During my first tenure at Hallmark Cards, I initially worked on greeting cards and stationary design. With the emergence of the internet and digital products at the end of the late 1990's I transitioned from print based design to digital and interactive design working on a variety of projects including Greeting Card software, Kiosks, and Hallmarks first e-card lines. As Hallmark moved into these spaces I became responsible for the look and feel, navigation, and functionality of Hallmark Cards retail software and kiosk software. These titles include Hallmark Card Studio, Hallmark Greetings Workshop, Hallmark Custom Printing Kiosks. I also became responsible for the development of production schedules with third party developers, and as the lead Technical liaison between Hallmark creative staff and the third party developer's technical staff.

## **Freelance Designer.**

Clients include: Bay-Vet Pharmaceuticals, Simply Modern Furniture, REI, Mosaic Records, Wedemeyer Advertising, Island Records, Eleven O-Seven Design, Cedent/Davidson software, Restaurant Guide SF, Motorola, Mondovi Vineyards, Continental Homes, Starin inc, ATS-inc, Union Station, CHCA, Sprint, Roadrunner Records, HGTV, WGN, OMADATECH, Peyton Lane, InTouch Solutions, Starin Marketing, and ESPN.

## **Education.**

University of Kansas, School of Engineering. 1980 - 1983

University of Kansas, B.F.A. School of Fine Art, Major Painting and Print Making. 1986 - 1989

Pratt Institute, New York, MA Graphic Design. Masters program in Graphic Design. 1999 - 2001

## **Software**

Adobe Creative Cloud - Illustrator, Photoshop, Indesign, After Effects, Premier, Audition, Media Encoder, Lightroom,  
Microsoft Office  
Salesforce  
Salesforce Pardot  
Constant Contact  
Acton Marketing Suite

I know how to code some HTML and CSS