

LIV JOHNSTON

ART DIRECTOR

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EDUCATION

Brigham Young University

August 2017 - April 2021

B.A. Communications 3.96 GPA

Advertising Creative Track

SKILLS

Adobe Creative Suite

Photoshop

Illustrator

Premiere Pro

After Effects

Lightroom

Final Cut Pro

Creative concepting

Visual storytelling

Collaboration

Communication

ACCOLADES

D&AD 23'

Wood Pencil - Original Music

Cannes Lion 23'

Shortlist - Music

One Show 23'

Shortlist - Animation

One Club ADC 23'

Shortlist - Rebrand

AICP Post Awards 23'

Shortlist - Design

AICP Show 23'

Shortlist - Motion & Design

One Show 21'

Young Ones Portfolio Winner

Professional Summary

Innovative Senior Art Director with experience leading productions and crafting global campaigns for brands like Samsung, Walmart, PayPal and Smuckers. Expert in creative concept development, visual storytelling, and brand design. Proficient in Adobe Creative Suite, I thrive in dynamic environments, delivering impactful and cohesive advertising solutions. Passionate about driving brand success through creativity and collaboration.

Senior Art Director

BBH USA, New York, NY

January 2023 – Present

- Developed and executed creative concepts for high-profile clients such as Samsung, Walmart, PayPal, Folgers, and Milk-Bone.
- Collaborated with cross-functional teams to develop and execute innovative campaigns.
- Oversaw design projects from concept through completion, ensuring consistency and alignment with client branding.

Associate Art Director // Art Director

Publicis, New York, NY

June 2021 – Jan 2023

- Created compelling visual content for Planet Fitness, Citi, Folgers, and Café Bustelo.
- Worked closely with account managers and creative directors to ensure client satisfaction and timely delivery of projects.
- Participated in brainstorming sessions to generate innovative ideas for advertising campaigns.

Art Director/Content Creator

BYU AdLab, Provo, UT

Aug 2019 – Apr 2021

- Designed and produced multimedia content for a diverse range of clients.
- Collaborated with students and faculty to create effective advertising campaigns.
- Developed skills in graphic design, video production, and social media content creation.