



Michael Johansen

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holdfastcreative.com

Expertise

Design Management
Team Development
Art & Creative Direction
Photo & Video Direction
Photo Shoot Production
Motion Graphic Production
Agency/Vendor Management
UI/UX Management
Digital Cinematography
Tradeshow Booth Design
POP Design
Mobile App Development
Website Development
Packaging
Printed Goods
Print Production
Preflight

Special Mentions

Communication Arts
July/August 2011
Simple Shoes Fall 2011 Lookbook
Art Direction

Education

SBCC
General Education, Multimedia Arts & Technology

UCSB Extension

Film Studies, Video Editing, Motion Graphics,
Project Management

Head of Design

Lonely Planet

09.14 - Current

Serving as Head of Design of Lonely Planet's client solutions studio, I lead a multi-disciplinary creative team to create co-op global campaigns for brands, tourism boards and various other industries. Partnering with our content team, we are responsible for the concept, pitch and execution for all campaigns.

We have conceptualized and won seven figure global partnership campaigns for Ford and Turkish Airlines. Created custom guides with print runs of over 10,000,000 copies and in 10 different languages. Produced Lonely Planet's Best in Travel video series for 2016, garnering over half a million views, a 10x increase in viewership year over year.

My team works with every arm of Lonely Planet, from product to marketing, to create cohesive and engaging experiences that both reflect Lonely Planet's brand voice and the client's marketing goals.

Creative Director & Principal

Holdfast Creative

01.12 - 08.14

Head of design studio specializing in creative direction, corporate identity, photoshoot production, packaging design, lookbook, catalog design and production. Clients include Sony Music, Universal Music Group, Island / Def Jam Records, Capitol Records, SRCVinyl, Boot Barn, Gehry Technologies.

Creative Manager, Teva & Simple Deckers Outdoor Corporation

11.06 - 01.12

Built and managed team of four designers, copywriters and external contractors to implement new vision for the Teva and Simple footwear brands worldwide. Managed \$500,000 Creative Department budget. Planned and directed international photo

and video shoots; managing photographers, video production crew, models and support staff. Coordinated with countries and tourism bureaus around the world for locations and partnerships.

As the creative lead for the look and feel of Teva and Simple footwear brands, championed two-year effort to refine and revitalize the voice and vision of each brand worldwide. Oversaw conception, design and execution of top-to-bottom re-branding campaign including consumer ad campaigns, brand videos, commercials, consumer catalogs, sales catalogs, point of purchase fixture design, trade show, mobile and website design. As a result, the average consumer age shifted from 48 to 38 and brand sales grew 60% from \$75 Million in 2009 to \$120 Million in 2011.

Head of Creative & Marketing

Lobster Records

01.02 - 10.06

Head of marketing and creative for a Santa Barbara-based independent rock music label. Acted as a mediator and team leader responsible for managing a team of interns, hiring and managing freelance photographers, video directors and other artists. Directed packaging and advertising design, developed grass roots online and word-of-mouth marketing campaigns for bands. Produced a weekly Podcast with over 10,000 listeners a week.

Graphic Designer

Lobster Records

01.99 - 12.01

Designed and produced all print collateral, promotional materials including CD and LP cover art, print ads, band merchandise, posters, one-sheets, logotype design, websites, stationery and other materials. Successfully managed and completed simultaneous projects with precise deadlines in order to hit project street dates. Produced and edited several video pieces for enhanced CD and DVD releases.

Freelance Multimedia Producer

Epitaph Records

11.97 - 11.98

Produced and edited videos of live concert and studio footage for Pulley's 1998 tour and created enhanced CD portion of the band's self-titled record. Also designed the band's original promotional website and merchandise for sale on the tour.

Assistant Designer

Digital Media International

08.97 - 07.98

Handled level design, QA testing, 2D facial animation, and texture design for branded children's video games, including Walt Disney World Animation Studio, the Land Before Time educational software series and Lego Mindstorm Mars Rover Project for Windows and Mac OS.

Founder/Editor

Orbital Entertainment Magazine

06.94 - 09.96

Creator and Editor of one of the first online publications to feature the video gaming community. Managed team of five writer-editors to produce daily news stories about the video game industry. At its peak, the site received over 10,000 unique visitors a day and won Ultra Gameplayers Magazine's 1996 Website of the Year award.