



Spring 2014

Hello, my name is Luke Massman-Johnson.

I'm a passionate, hands-on Creative Director with 25+ years' experience in the digital design space. I thrive at the convergence of design, communication and technology, and am deeply motivated to use my skills to **make a positive difference in the world.**

- ui + ux
- game
- illustration
- logo
- typography
- animation
- web
- software
- graphics
- identity
- photography
- motion

I have led multiple design teams for Disney Interactive, Scholastic New Media, Mattel Media and Edmark, creating richly artistic children's educational and environmental games. And I directed the creative team for Disney Imagineering that designed a huge family-friendly multi-player gaming installation at Epcot Center.

I'm highly proactive and entrepreneurial. I led the 3-year development and launch of a groundbreaking consulting software tool, and have created identities, graphics, websites, and interactive media for dozens of innovative businesses and tech companies.

Along the way I've become an avid climate activist, contributing significant time, energy and a growing portfolio of design work to climate non-profits, environmental campaigns, and the green committee I co-founded at my children's school.

I am eager to dedicate my design experience, technical skills, and creative passion to **a full-time position as a CD or AD.** I seek a successful design team with a refined aesthetic in communication design, whose principles guide them to **clients and projects that make the world a better place.**

Resume attached, or on LinkedIn > [linkedin.com/in/designtoolbox](https://www.linkedin.com/in/designtoolbox)

Portfolio website > designtoolbox.com

Looking forward,

{ design toolbox }

designtoolbox.com
luke.massman-johnson
creative director
luke@designtoolbox.com
[linkedin.com/in/designtoolbox](https://www.linkedin.com/in/designtoolbox)
323.445.1613

Resumé

21 yrs	Owner Creative Director {designtoolbox}	ui + ux, web, game + software design, illustration, logo, type, identity, print, marketing, photography, animation + motion	Disney Imagineering, Disney Interactive, Scholastic New Media, Edmark, Mattel Media, Warner Bros., Georgia-Pacific, Steelcase, Herman-Miller, Haworth, First of America Bank, Amway, 350.org, Post Carbon Institute
08-11	Creative Director Polarity Management	ui + ux, software, web, logo, typography, identity, print, marketing	Conceived, designed + built groundbreaking online assessment tool and all supporting corporate identity, educational, sales + business collateral.
02-07	Owner Creative Director Product Designer Very Different Cakes	product design + manufacturing, e-commerce site, logo + identity, packaging + collateral, marketing + sales, advertising, int'l business	Partnered with my wife to grow her boutique cake studio into one of LA's elite event brands. Invented multiple product lines + manufacturing processes, a highly customized e-commerce site, an international sales program, and a product line for HSN.
01	Art Director Disney Imagineering	art direction, ui + ux, kiosk interface design, sprite animation	Pitched project, won bid, led team of digital artists and software developers. Collaborated with Imagineers to design and construct physical and virtual multi-player gaming installation at DisneyWorld's Epcot Center.
00	Art Director Rotor Communications	ui + digital illustration	Designed and rendered dozens of branded interactive TV interfaces within tight tech specs and timeframes.
98	Art Director Mattel Media + Addictive Media	game design, ui + ux, digital illustrator, sprite animation	Designed ui, gameplay + aesthetics of a highly artistic, developmentally innovative gaming title for girls. Game navigated friendship, loyalty, honesty, and integrity while facing adventures and challenges of summer camp.
97	Art Director Scholastic + Mindsai Productions	game designer, ui + ux, lead artist, digital production pipeline developer	Won bid, invented & standardized rendering techniques for team, conceived + designed ui + ux + gameplay for beautiful children's animated educational game based on Scholastic's beloved Huggly books by Tim Arnold.
96	Art Director Disney Interactive + Mindsai Productions	game designer, ui + ux, lead illustrator, sprite animator	Designed gameplay, ui + ux, and visual style, and rendered scenes, interactive elements, and sprite animations on family-focus game to play in and explore a virtual Walt Disney World.