

WESLEY JOHNSON

wes3992@gmail.com

(484) 356-3340

EXPERIENCE

CONDÉ NAST

Lead Art Director
Them

Mar 2020 - Present

- Directs all social-first brand creative from inception to launch, gaining over 1.1M Instagram followers, reporting directly to the editor-in-chief
- Leads all creative direction and production of social-first editorial and branded content shoots from conception to publication, including moodboarding, casting, pre-production, and post-production.
- Produced 10+ branded shoots for clients such as HBO, A24, Showtime, Ralph Lauren and MasterCard
- Oversees art direction and guidance on set, ensuring that all components are aligned with campaign strategy and concepts
- Oversees post-production processes, providing retouching notes and editing feedback
- Commissioned and art directed thousands of visuals such as original photos, illustrations, and stock imagery, as well as responsible for all daily social posts
- Built and continuously updates a diverse roster of creative contributors, including photographers, illustrators, stylists, set designers, and hair and makeup artists, ensuring high-quality content production and fostering long-term relationships with top industry and emerging talent.
- Oversees event design and production of annual tentpole events and article packages

CONDÉ NAST

Founding Designer
Them

Oct 2017 - Mar 2020

- As the founding staff designer, developed and implemented brand look & feel, including logo and brand style guides
- Directed product design team on design of website
- Directed photo editor on photographer and crew selection, created moodboards, attended shoots, and made photography selects.
- Directed marketing team on branded content and attended shoots
- Created original content and design for social media and video
- Commissioned and art directed illustrations, researched and sourced photos for daily stories, and occasionally created original treatments
- Art directed on special projects such as merchandise and events

CONDÉ NAST

Digital Designer
Teen Vogue

Sep 2014 - Oct 2017

- Communicated with digital editors to source or create art for stories that is both on-brand and engaging for readers
- Created assets for marketing, licensing, and product design teams
- Art directed photoshoots for web, social, video, and print
- Commissioned illustrations for online editorial
- Managed the onboarding and supervision of motion graphics designers for the launch of *Teen Vogue's* Snapchat Discover channel
- Other responsibilities included photo research, original illustration, web image optimization, and light retouching

ANTARCTIC

Junior Designer

Jun 2013 - Sep 2014

- Responsibilities included UI design, wireframing, optimizing files for development, visual research, preparing decks for clients, image research, print design, and light Wordpress, Magento, and HTML work, as well as some client-facing.

TEEN VOGUE

Art Assistant

Jan - May 2014

- Assisted with design and production of the second edition of the Teen Vogue Handbook, designed and produced graphics for TeenVogue.com, researched and assisted in selection of photos, and other various design and administrative duties.

EDUCATION

PARSONS SCHOOL OF DESIGN

New York, NY

Class of 2014

BFA, Communication Design

TYLER SCHOOL OF ART

Philadelphia, PA

Pre-College Summer Workshops

2007 - 2009

SKILLS

Adobe Creative Suite

Microsoft Office

G Suite

HTML/CSS (Basic)

Wordpress (Basic)