



# Mark Johnson

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I have 40 years of experience as an Artworker taking work from concept to the finished artwork. Over the years I have refined and adapted my skills to produce work of a consistently high standard. I have worked for many leading agencies and corporations, producing a variety of artwork on a wide selection of products including blue chip brands. I have an eye for detail and have the ability to be proactive and adaptable. I enjoy working as part of a team but can work on my own initiative.

## Artwork:

Packaging, Brochures, Exhibition Panels, Mailers, Press Ad's, Posters, Corporate Identity, Point of Sales, Direct Marketing PowerPoint Presentations, Pitch work / Presentations, Retouching and Highly Finished Mock-Ups.

## Software:

Illustrator CC, In-Design CC, Freehand MX, QuarkXpress, Photoshop CC, PowerPoint, Keynote, Word, Dreamweaver CS5, Flash CS5, Html 4 and Acrobat.

To see a selection of my work, visit my website: [www.debsmark.co.uk](http://www.debsmark.co.uk)

## 2022 - To date

**InContrast:** Superdrug • Lucozade • Baileys • FSU, Exhibition and Instore Displays.

## 2022 - 2024

**APS - ITG / Superdrug HQ:** Part of an in-house team for Superdrug. • In-store POS and Marketing material for Superdrug stores.

## Freelance: 2003 - 2022

**Tjarks and Tjarks:** Aldi • Packaging • Superdrug,

**Ocean Design:** Nestle Nesquick • POS

**Foxtrot Hotel:** BOA • In-House Brochure, PowerPoint presentations

**Marks & Spencer:** Packaging

**Blink Fish Design:** Next • Packaging: Lighting, Life Style

**MadeYouLook:** Bernard Matthews, Jeyes, Cadburys • Packaging

**Brandhouse:** Asda • Packaging

**The Natural History Museum:** Leaflets, Posters, Packaging

**Hogarth Worldwide:** Pfizer • Detail Aids, PowerPoint presentations

**LMC Design:** Madame Tussauds, Sizzling Pubs • POS

**Jupiter Prestige Group:** Sainsbury's, B&Q, Lidl USA • Packaging

**SGS:** BHS • Packaging

**Village Green Studio:** Sky • Football Campaign

**Office Depot:** Lloyds Bank • Branding

**WFCA:** Budgens • Packaging, POS

**United London:** Sky • TV Presentation

**PI Global:** Imperial Leather • Packaging

**Conran Design:** Visa • Annual Report

**April 6:** Cisco, Canon, Microsoft • Brochure, Mailers

**Williams Murray Hamn:** Beazley • Brochure

**Tag:** Dolce & Gabbana • Guidelines

**Echogroup:** GSK • POS, Mock Ups, Packaging, Brochure, Mailers

**Vivid Brand:** Colgate • Packaging, POS

**Turner Duckworth:** Benecol • Packaging

**Roundel Design:** Passion Shed • Packaging

**Inferno:** Nokia • In-Store Campaign

**DCH London:** Nikon, MG6 GT • Press Adverts, POS

**JDO:** Unilever • Dove Packaging

**Habitat:** Packaging

**Laing O'Rourke:** Charts and Diagrams

**Lothar Boehm:** Purina Friskies • Packaging

**Beams International:** Guinness, Baileys, Thorntons • Packaging

**BD Network:** Norvus Leisure • Christmas POS Campaign

**Tesco HQ:** Packaging

**DDB Health:** Novartis • Mailers

**The Partners:** Vodafone • Packaging, Logo development

## The 2000's

**InTouch:** Food packaging company for Marks & Spencer, Sainsburys, Waitrose, and Black and Decker.

**Madeyoulook:** Design brand consultancy company. Clients include Bernard Matthews, Jeyes, Cadbury, and Dairy Crest. Extensively involved in packaging artwork, highly finished packaging mock ups and working with **Illustrator** and **Photoshop**. I also organized and set up procedures for running the studio.

## The 1990's

**Accent Graphics:** Production studio. I worked both directly with clients such as Laura Ashley and Mothercare and with major agencies ie David Taylor, Dragon International, FutureBrand, Light & Coley and Ziggurat. When the company expanded its print production to incorporate a multi-media studio I had the opportunity to work with new interactive programmes, to construct websites and create CD Roms.

**Medicus ADA:** mailers, leaflets, lettering, exhibition panels and logos using **Illustrator**, **Quark**, and **Photoshop** programmes. Deputy studio manager.

**System Market Link:** Client was Rover. Launches for their new cars i.e. Rover 200, 400, 600 and 800, producing brochures, direct mailing and leaflets.

## The 1980's

**Clarendon Associates:** Clients included Marks & Spencer, Woolworths, Safeway's and Tesco. The majority of the artwork was packaging and rubdowns for high detail mock-ups.

**Advertising Design Associates:** Pharmaceutical agency, producing highly finished mock-ups of mailers, brochures and packaging for testing by the clients. When constructing artwork legal requirements meant working to exact specifications and an eye for detail was essential. As Deputy Studio Manager was responsible for taking briefs from designers and delegating the work.

**East McFarland:** Paste Up Artist working on brochures, press ads, and exhibition panels. Clients included: Marconi Defence Systems, Burroughs Computers and Digital Computers.

**Jaffé & Young:** PMT Operator / Junior Paste Up Artist. I worked on a variety of artwork such as packaging, brochures, press ads and exhibition panels. Clients included: Marks & Spencer, Bristol Street Motors, Ingersoll, Heron Homes and Kango Wolf.

## Education

**1990's/2000's:** To keep myself up to date with the latest developments in software **Photoshop Intermediate**, **Director Lingo**, **HTML4** and **Photoshop Advanced**.

**1982:** London College of Printing.

Day release course in Design and Studio Techniques at the London College of Printing.

## Interests

Football, Cricket, Music, Concerts, Reading and Films.