

# mark johnson digital director curriculum vitae 2018



**Name** Mark Johnson  
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A highly experienced exec/senior level Digital Creative, UX and Strategy Director who is able to lead on delivery as well as initiating independent projects and motivating a multi-skilled team. Has proven senior experience of digital product strategy & delivery and client facing from initial consultation/pitch and conceptualising, project management (Definition, Planning & Implementation), content and UI design, QA & project delivery and the overall management of digital products, services and campaigns to always ensure that responses to brief fall in line with strategic and business objectives as outlined by the client.

Has led on numerous digital campaigns and products for clients as diverse as BBC, Channel 4, Disney, Storm Models, Arriva Trains, Capita Group, National Museum, Innovate UK, Wales Millennium Centre, Cabinet Office, Parlophone, Bentley, Chanel, Blur, Rachel's Organics, Grant Thornton, Fullers, Royal Mint, EMI Records etc.

An industry wide profile as regional representative for British Interactive Media Association and Media Industry advisor to SkillSet in Wales as well as judge for BIMA, BAFTA and Transformat awards. Work has been recognised by BAFTA, BIMA, Digital Impact Awards, Microsoft, RAR, Cardiff Design Festival, Y Design Awards and Apple #1 App of the Week.

**Amazing job. Audiences loved it and went straight in at number one on the app store.**

**Rob Giles, Director (Queen Bo-Rhap App)**

## Selected projects

- Royal Mint / E-commerce
- Innovate UK / Website and campaigns
- Disney / Online campaigns & marketing
- EMI Records / Fan engagement and campaigns
- Fullers / Digital marketing and mobile
- Donmar Warehouse / Online strategy
- BBC Doctor Who / Games and online viral
- BBC Torchwood / Online viral
- Rachel's Organics / Website and campaigns
- Storm Models / Website
- Queen / Bo-Rhap app and campaign
- Arriva Trains / Website and campaigns
- Bentley Motors / Online & special projects
- CBBC / Online apps & social media
- BBC Blast / Games
- Channel 4 / Online social platform
- Sports Council / Digital learning
- S.A. Brain / Website and campaigns
- Blur / Online campaigns and social
- Grant Thornton / Online and mobile
- Parlophone / Online
- BBC Blue Peter / Website and online apps

**You've produced something very, very special. Thank you.**

**James Goss (Exec Producer, BBC)**



## Experience

### Head of Digital Marketing: Innovate UK (KTN) Jan 2015 to Present

Leading the digital communications and strategic marketing activity for this UK wide innovation agency that connects and scopes multi-million pound funding for the UK's innovation economy as well as leading advocacy for digital comms and tools with exec and external stakeholders.

This role leads the entire digital marketing effort including managing agencies, ux & service design, delivery of all digital communications and management of the digital marketing team to connect funding agencies, innovators and investors across multiple tech sectors in the UK and EU.

### Digital, UX & Creative Director: Tasty Jan 2013 to Present

Working as an independent consultant and acting as UX and Creative Director/Partner to several agencies and my own client base I have delivered high-end digital and communications projects for a range of organisations including EMI Records, Parlophone, Blur, Sellafield Limited, BBC, Bentley, Chanel, Beta, Workspace, New Scientist, Industry Media, LEAF and others.

This role is a mix of hands on UX, creative and strategic work involving concept and creative development, design production, creative & communications strategy and pitching & proposition development for clients and partners alike.

### Creative and UX Director: Sequence Sept 2003 to Jan 2013

Creative Director for this top 25 digital agency and recruited specifically to lift creative ambitions within the agency. This role involved acting as board director as well as day-to-day management and leadership of the creative, UX and interaction design teams and being heavily involved in preparing & presenting pitches for new business and working in a consultancy design capacity for interactive and branding projects.

During my time at the agency I established a culture of design, UX, UI and creative excellence amongst my teams, and the agency as a whole, resulting in being able to compete for, and win, highly creative pitches for games, viral, marketing and mobile commissions for clients such as Disney, BBC, Donmar, Bentley, Microsoft, Arriva, Fuller's, Rachel's Organics, Channel 4, Red Stripe, Lego, Canon etc. as well working with existing clients to assist them in lifting expectations of their own brands and provide a clear understanding of the strategic role of digital communications and design for their businesses.

### Creative Director: Clear\* Interactive Jan 2001 to Sept 2003

Acted as creative lead for Clear\* Interactive and working on various new media projects for diverse client list that included b2b corporate, arts sector, education, marketing, pharmaceutical etc.

**A great launch - on time and budget with an immediate uplift in user sign up and engagement.**

**Helen Bray  
(Director - Comms)**

## Really likes

### Music

The Clash, Renegade Soundwave, On-U Sound System, Lee 'Scratch' Perry, Jamie T, Wolf Alice, The Strokes, Primal Scream, Blondie, Billy Bragg, David Bowie, New Young Pony Club, Bim Sherman, Paul Weller, Nine Inch Nails, Young Gods, Blur, Public Enemy, Pop Will Eat Itself, Squarepusher, Aphex Twin, King Tubby, Adrian Sherwood, Scanner.

### Film

Repo Man, Goodfellas, Watchmen, Star Wars, The Year of The Gun, Apocalypse Now, Che Guevara, Dark Star, Chappie, The Godfather, Twin Town, Ben Hur, On The Waterfront, Blade Runner, Chinatown, Doctor Strangelove, One Flew Over The Cuckoo's Nest, Helvetica, 2001: A Space Odyssey, Bad Taste, Guardians of the Galaxy.

### Respect

UsTwo, North Kingdom, F-i, AKQA, RGA, W+K, Albert Einstein, Hunter S. Thompson, James T. Kirk, Aneurin Bevan, Mighty Boosh, Love Creative, George Carlin, Marie Curie, Tony Soprano, Lex Luthor, Dixon Baxi, Mister, Build, Steven Goldstone, The Sage, Twitter, Adaptive Path, Apple.

**Hey, that's pretty cool...  
what is it?**

**Craig White  
(Client)**

