



Johanna Armstrong

Creative lead for luxury fashion brands with a multi-disciplinary background in photo art direction and graphic design

London, UK

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Languages

English (Fluent)

French (Basic)

About

Johanna Armstrong is a creative lead specialising in the luxury industry with over a decade of experience working with top fashion and jewellery brands. She has a multi-disciplinary background in photography art direction and graphic design with a foundation in print and a passion for digital. Johanna effectively manages 360 projects to elevate brands while translating business objectives into meaningful storytelling.

BRANDS WORKED WITH

- BaubleBar
- Burberry
- Gilt
- Kenneth Cole
- Stella McCartney

Experience



Creative Lead

Burberry | Aug 2021 - Oct 2022

- Facilitated the development and application of the Burberry brand, including global campaigns, exclusive event collateral, global gifting initiatives and popups, bespoke packaging and the creation of all new graphic brand assets
- Managed, supported and mentored a small team of graphic designers, freelancers and artworkers to execute creative briefs from start to finish
- Protected, developed and educated others on the Burberry brand, while working alongside art directors, digital designers, fashion designers, architects and many other creative specialists to produce both physical and digital outcomes
- Conducted quality control of printed collaterals and assisted the fashion and product teams with branding application, development of typographic artworks and production approvals

Art Director

| Sep 2018 - Aug 2021

- Consulted in the ideation, creative direction and execution of commercial, brand and editorial content for luxury fashion and jewellery clients
- Planned engaging content for print and digital channels while being hands-on for the development of creative at every level of production
- Ensured content was in line with the global brand positioning to deliver against objectives and drive brand awareness



Art Director

Kenneth Cole | Oct 2017 - Aug 2018

- Developed and executed the production of creative advertising campaigns with extensive print output and digital media partnerships for domestic and international markets
- Effectively delivered on marketing and branding initiatives while leading the creative development of logos, packaging, look books, print collateral and photography for still life and on-figure

Art Director

| Feb 2017 - Sep 2017

- Consulted in the art direction of photography and brand development for various fashion clients
- Conceptualised, developed and executed commercial and editorial marketing briefs for print and digital consumer touchpoints



Senior Art Director

BaubleBar | May 2016 - Feb 2017

- Directed the development and creative direction of the brand vision through photography, advertising, seasonal campaigns, website refreshes, email marketing and bespoke packaging
- Partnered with the marketing team to streamline the process for the

creation of monthly content and doubled the editorial output of on-figure and still life photography

- Managed and supported the development of a small team of graphic designers, copywriter, retoucher and photo coordinator



- **Art Director**

Gilt | Mar 2015 - May 2016

- Delivered the Gilt creative vision through weekly on-set art direction and led a team of photographers, photo techs, stylists, hair/make-up artists and models with a high output of e-commerce fashion imagery
- Collaborated with merchandising and marketing teams to conceptualise and create elevated featured content for exclusive brand partnerships

- **Art Director & Graphic Designer**

| Nov 2012 - Mar 2015

- Consulted for numerous fashion and luxury brands to bring fresh ideas for the development of concepts for pitches and unique projects with tight deadlines
- Acquired diverse experience with a 360 approach to brand development and art direction of photography while gaining insight into the creative workflow of various top fashion brands

- **Graphic Designer**

| Feb 2010 - Nov 2012

Streetcar, Renaissance, Net-a-Porter, Cocosa, Fabergé Graphic Designer Feb 2010 — Nov 2012

- **Graphic Designer**

| Feb 2007 - Nov 2009

American Greetings, Malone Advertising Graphic Designer Feb 2007 — Nov 2009



- **Senior Art Director**

Stella McCartney | Nov 2022 - Now

- Consulting on the development of the brand image and identity from concept to execution of global seasonal campaigns and licensing partnerships through idea generation, creative storytelling and strategic visual solutions
- Partnering closely with key stakeholders across the business to develop ideation that ensures 360 brand consistency across all touch points including imagery, e-comm, email, paid and organic social, packaging and media

Education & Training

2009 - 2009

- **University of Arts London, London College of Communication**

Master of Arts, Graphic Design

2003 - 2008

- **Kent State University, College of Communication and Information**

Bachelor of Fine Arts, Visual Communication Design