

# Randy Johnson

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## Career Focus

**Hands-On Creative:** Working in the development of marketing, design, photography, video, and advertising

## Profile

**Over 35 years of experience** in the creation, marketing, and branding of unique products, including:

- The internationally acclaimed *Red Tail Ale* and *Eye of the Hawk* labels for the Mendocino Brewing Company
- The original wildlife *Pocket Creatures*™ T-shirt designs sold through Disney Attractions and the Nature Company
- Licensed Ford Motor Company products for 1930s and 1940s cars and hot rods for Bob Drake Reproductions

Johnson draws on his background in graphic design and fine art to find effective solutions to marketing and advertising.

*"Randy's level of intelligence and common sense consistently saved the company considerable amounts of time and money while his unique ideas helped generate record sales years."*

—Shannon Fain, Art & Publications Director, Bob Drake Reproductions Inc.

*"Randy has the incredible capacity of coming up with new ideas on a regular basis ... His ability to project our brand image was consistent ... He is an amazing fine artist, which gives him a special edge in graphic design."*

—Hank O'Dougherty, CEO, DAREX LLC

*"Randy upgraded our marketing department to the most professional marketing department we have ever had."*

—Gene Gros, President, Highway Products Inc.

## Skills

### Photography and Video

- Natural light and basic studio; product and model photography; short-form videos and mini documentaries
- Software used: Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro

### Writing and Editing

- Book, newsletter, and catalog writing/editing
- Promotional copy, feature articles, news releases, brochures, ads, and radio scripts

### Marketing

- Concept, design, and coordination of the presentation of product lines through news media, print, and the Web; public relations and event coordination

### Graphic and Web Design

- Design for brochures, catalogs, magazine ads, point-of-purchase materials, Web pages, book covers, logos, business papers, packages, labels, and T-shirt designs
- Printing liaison for estimates, specifications, and proofing

## Experience: Marketing, Graphic Design, Photography, Video, and Writing

### Video Producer, Author

2012 to present

Johnson ArtWorks (owner)

Rogue River, Oregon, and Lakeland, Florida

- Produced 10-episode YouTube series: Randy Grubb's Garage
- Wrote and designed the book, *From Mind to Metal*, about the automotive art of Randy Grubb

### Creative Designer: Photography, Graphic Design, and Video

November 2010 to 2012

Johnson ArtWorks (owner)

Rogue River, Oregon

- Created exhibition posters and announcement postcards for the Grants Pass Museum of Art
- Designed Web sites for artists
- Produced videos for the Grants Pass Museum of Art, the Rogue Gallery, and others

### Creative Marketing Director

March 2006 to October 2010

Bob Drake Reproductions Inc.

Grants Pass, Oregon

- Redesigned corporate logo
- Created corporate tagline: *New Parts for Old Fords & Hot Rods*
- Developed an engaging media presence through coordinated lifestyle images and taglines across all media
- Created and coordinated national magazine ads, including developing concepts, photography, graphic design, and copy writing
- Created cover photography and design schemes for catalogs, flyers, and promotional pieces
- Created catalog product photography
- Designed e-mail campaigns
- Wrote, researched, interviewed, and photographed subjects for feature articles
- Developed concept for (large scale sculpture for tradeshow exhibition (*The V-8 Goddess*))
- Served as liaison for celebrity endorsers Johnny Rutherford (Indy 500 champion) and Candy Clark (actress)
- Curated *Classic Car Art* museum exhibition of Roy Jones' paintings at the Grants Pass Museum of Art, 2007
- Coordinated the company's sponsorship of regional car shows:  
*Back to the '50s Celebration* and the *Ratrod-O-Rama*

### Director of Marketing

July 2004 to March 2006

Highway Products Inc.

White City, Oregon

- Developed a lifestyle visual approach and messages across all media
- Created and installed corporate tagline: *Tough Toolboxes for Trucks*
- Developed overall marketing strategy
- Initiated E-mail marketing campaigns
- Developed quarterly promotions/rebates
- Developed and managed the output of a contracted public relations agency
- Designed and managed advertising
- Designed trade show exhibits
- Designed, maintained, and created all content for the company Web site
- Created design/writing/photography for online and print catalogs
- Created photo-illustrations for trade publication articles
- Created photo-illustration, sales support materials, point of purchase materials, and rebate coupons
- Served as liaison for all printing

### Public Relations Coordinator

July 2003 to July 2004

Fire Mountain Gems and Beads

Grants Pass, Oregon

- Wrote news releases and feature stories for trade publications
- Wrote weekly Web bios on selected employees, conducting interviews and photographing subjects
- Edited, designed, and provided photography for *It's Erupting* company newsletter

### Marketing/Web/Graphic Designer

December 1999 to May 2002

Professional Tool Manufacturing, LLC (Drill Doctor™)

Ashland, Oregon

- Designed and maintained Intranet site and began development of online assembly line work instructions
- Assisted in developing marketing strategies
- Created editorial and promotional copy writing, including radio ad scripts for Paul Harvey, ABC Radio Network
- Designed catalog, packages, ads, signs, point-of-purchase materials, and T-shirt designs
- Created editorial content, photography, and illustrations for catalog and print materials
- Served as printing liaison

### Owner, Manager, and Artist

February 1983 to October 1998

SCENE 1 Wildlife T-Shirts

Hopland, CA • Watsonville, CA • Albuquerque, NM • Roanoke, VA • Ashland, Oregon

- Owner and artist/operator of small business
- Created, manufactured, and marketed an original line of wildlife T-shirts, wholesaling a preprint line of designs to The Nature Company, Natural Wonders, Disney Attractions, natural history museums, theme parks, and to nature-oriented stores nationwide

### Editor/Art Director

June 1980 to June 1982

*GEOJOURNEY*, The Magazine of Florida's Natural Resources

Florida Department of Natural Resources

Tallahassee, Florida

- Created concepts, story ideas
- Wrote articles and assigned feature stories to contributing writers
- Supervised contributing writers, edited all copy
- Created page design
- Created photography and illustrations for covers and editorial content

## Experience: *Book Editing and Illustration*

### Editor and Book Designer

*Visions of the Flying Artist*, by Medora Nankervis, 2009

The memoir of the artist and founding director of the Grants Pass Museum of Art

### Book Editor

*University in Transition*, by Lynn Shostack, 2005

University of Ohio Libraries

The late 1960s presidency of Ohio University President Vernon R. Alden

### Book Proofer

*Keys for Creating Your Life*, Volumes 1-4, by Teran, Shining Hand Press, 2007

### Book Illustrator

*The Art of Karezza*, by Ed Gomez, 2012

## Book Illustrator

*The Gift of Birds*, edited by Larry Habegger and Amy G. Carlson, 1998  
Travelers' Tales, San Francisco, California

## Education

### Florida State University

Studied in the Bachelor of Fine Arts Program: painting, lithography, and screen printing

## Randy Johnson Art Awards and Articles in the Media

- 2011: **Rogue River Press**, October 12, 2011, *Directed Chaos*; Randy Johnson at the Berryman Gallery
- 2010: **Grants Pass Daily Courier**, July 24, 2010, *Hybrid Paintings on Display at GPMA*
- 2004: **Architecture+ Magazine, Vol. 7**, Dubai, United Arab Emirates  
Feature article on abstract paintings: *Images of Directed Chaos*
- 2001: **Medford Mail Tribune**, November 29, 2001, *Drawn to Nature, Ashland artist returns favor*
- 1999 **Medford Mail Tribune**, November 28, 1999, *Drawing of hawk had right look*
- **1999 Ashland Daily Tidings**, March 11, 1999, *Marketing the wonders of nature*
- 1998 **Impressions Awards**, Most Outstanding Design, Manual Printing for *The Lizard King* T-shirt design
- 1997 **2nd Annual International Label Competition**, Gold Medal for the Mendocino Brewing Company's *Eye of the Hawk* beer label, Internatler Etiketten, Wettbewerb, Austria
- 1997 **Impressions Awards**, Most Outstanding Design, Manual Printing for SCENE 1's *The Pocket Flowers* T-shirt design; Honorable Mention for *The Pocket Change* T-shirt design
- 1992 **Impressions Awards**, Honorable Mention, Outstanding Design – an Artist's Award for *The Pocket Gator* T-shirt design
- 1990 **Paperboard Packaging Council**, Silver Award of Excellence for the *Red Tail Ale* beer label for the Mendocino Brewing Company
- **Volume #12: American Communications Magazine** Award of Excellence for the *Red Tail Ale* label for the Mendocino Brewing Company
- 1990 **JC Enterprises 9th Annual Design Competition**, Most Outstanding Screen Print with NW Design for the *Cougar Ale* T-shirt design
- 1988 **JC Enterprises 8th Annual Design Competition**, Most Outstanding Screen-printed T-shirt for the *Mendocino Redtail* T-shirt design
- 1988 **Northern California Sadie Award**, Most Outstanding Efforts in Communication Arts for the Mendocino Brewing Company's *Red Tail Ale* beer label
- 1988 **The Impressions Awards**, Dallas, Texas, Honorable Mention, Direct Screen Print on Darks for the *Emerald Triangle* T-shirt design
- 1980 **Smirnoff-Style National Contest**, (photography/copy writing) 1st place
- 1980 **Community Celebration of the Arts**, Tallahassee, Florida, Best of Show for *Seminole Warrior*

## Exhibitions of Fine Art

- **Artistic Elements Gallery**, Grants Pass, Oregon  
November–December 2011: *Directed Chaos*, solo exhibition
- **Berryman Gallery** at the Craterian Ginger Rogers Theater, Medford, Oregon  
September–October 2010: *Directed Chaos*, solo exhibition
- **Grants Pass Museum of Art**, Grants Pass, Oregon  
July–August 2010: *Directed Chaos*, solo exhibition
- **US Bank**, Ashland, Oregon, June–August, 2003, *Directed Chaos*, solo exhibition
- **Starbucks**, Ashland, Oregon, December, 2001, *Wildlife Art*, one-man exhibition
- **The Hopland Brewery**, Hopland, California, August, 1987, *Wildlife Art and Graphics*, one-man exhibition
- **Grace Hudson Museum**, Ukiah, California, June, 1987, *Portraits I*, group exhibition
- **The Hopland Brewery**, Hopland, California, December, 1985, *Photography*, exhibition with Michael Laybourn
- **The Hopland Brewery**, Hopland, California, September, 1985, *Wildlife Art*, one-man exhibition
- **Norma Jean Kerr Gallery**, Ukiah, California, November, 1982, *Photography*, one-man exhibition
- **Four Arts Fine Arts Gallery**, Tallahassee, Florida, May, 1982, *Illustration*, group exhibition
- **Lewis State Bank**, Tallahassee, Florida; June, 1980, *Seminole*, one-man exhibition
- **Artful Dodger Art Gallery**, Tallahassee, Florida, October, 1974, *Freefall*, one-man exhibition
- **Artful Dodger Art Gallery**, Tallahassee, Florida, April, 1974, *Common Ground Exhibition*  
with Robin Rose and Joe Johnson
- **Florida State Bank**, Tallahassee, Florida, September, 1973, one-man exhibition
- **Polk Public Museum of Art**, July, 1973, *Young Men in Art*, group exhibition