

# Joshua Johnson

ART DIRECTOR

Phoenix, Az

Senior Quality manager at Tuts+. I'm also a writer, editor, designer, developer, and all around Internet geek.

[secondfret@gmail.com](mailto:secondfret@gmail.com)

602-828-2167 office

## Experience

Quality Manager

**Tuts+**

I oversee qualitative expectations and content strategy for a staff of 20+ editors who in turn manage hundreds of content authors. I created this role at Tuts+ and have implemented several unprecedented quality-related benchmarks and improvements.

Phoenix, AZ

Jan 2013 - Present

Senior Editor

**Design Shack**

I was the senior editor of Design Shack, an online magazine focused on current/emerging design trends and technology. This site contains years of design-related discussions and tutorials written largely by myself and has an audience of over 30,000 daily readers (a following I built from the ground up).

Oct 2009 - Present

Senior Editor

**Mactuts+**

I started this site for Tuts+ and grew it from zero to between 30,000-50,000 daily page views. I managed a team of around thirty authors and published daily Mac-related tutorials.

Phoenix, AZ

Jul 2012 - Jan 2013

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Senior Editor

Jul 2010 - Jun 2012

## Mac.AppStorm.net

I managed a team of over 30 writers and published daily original content relating to Apple and the overall computing industry. This site had an audience of over 40,000 daily readers.

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Art Director

Phoenix, AZ

Jan 2004 - Apr 2011

## Catapult Marketing

Continuous design work and brand building for several major nation-wide brands and retailers. Focus was primarily on co-marketing (i.e. shopper marketing) campaigns in conjunction with a given brand and retailer.

Notable Brands: Mars Pet (Pedigree, Whiskas, Cesar, etc), Mars Candy (M&M's Snickers, etc.), Splenda, Johnson & Johnson, Central Life Sciences Pet Products (Adams, Bio-Spot, Comfort Zone)

Notable Retailers: Wal-Mart, Target, K-Mart, Fry's, and Safeway.

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Official News Correspondent

Phoenix, AZ

Jul 2010 - Present

## KTAR - Radio Station

Frequent on-air interviews relating to technological developments, particularly those relating to Apple.

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## Freelance Design

Phoenix, AZ

Jan 2004 - Present

I take on a full range of projects including church promotional materials, band promotion and web design, business card/logo design and 3D modeling.

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# Photography

Phoenix, AZ

I'm a wedding and portrait photographer/videographer. A small sample of my photographs can be seen here:  
<http://500px.com/secondfret>

## Education

B.S. in Global Business (Marketing)

## Arizona State University - W.P. Carey

Graduated with highest possible honors (Suma Cum Laude)

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