



# JOHNNY JANSEN

Creative Director & Content Strategist

## CONTACT

### Location:

Kelowna, BC, Canada

### Phone:

778.833.2339

### Email:

johnnyjansen@gmail.com

### LinkedIn:

linkedin.com/in/johnnyjansen22

### Portfolio:

johnnyjansen.com

## TECHNICAL SKILLS

### Design Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects)

### Development & Prototyping

Vue, Front-End Development, WordPress, AI-Assisted Creative

### Content & Strategy

Copywriting, Content Strategy, Brand Identity, Design Systems

### Motion & Video

Motion Design, Video Production, Visual Storytelling, Post-Production

### Analytics & PM

Airtable, SEO Strategy, Asana, JIRA, Trello

## AWARDS

- ★ Prism Prize Audience Choice Award (2019)
- ★ Leo Award – Best Music Video (2019)
- ★ WCMA Video Director of the Year (2019)
- ★ Juno Award Nominee (2020)

## PROFESSIONAL SUMMARY

Award-winning Creative Director with 12+ years leading product development, brand strategy, and content for Disney, LEGO, and Ocean Wise. Currently Co-founder & CCO at Remoose, leading product vision, UX design, and front-end development. Proven track record scaling creative systems and building teams that deliver.

## CORE COMPETENCIES

- Brand Identity & Design Systems
- Platform UX & Design Systems
- Visual & Written Storytelling
- Product Marketing & Content Strategy
- Product Development & Roadmap Planning
- Team Leadership & Cross-functional Collaboration
- Motion Design & Video Production
- AI-Powered Creative Innovation

## PROFESSIONAL EXPERIENCE

### Co-founder & Chief Creative Officer

#### Remoose Interactive

March 2023 – Present

- Co-founded creative communication platform with Nicole Thompson and Lance Priebe (Club Penguin co-creator)
- Lead creative strategy, front-end development, UX architecture, and brand identity
- Manage development team and establish technical workflows for scalable platform architecture
- Lead product strategy from prototype (May 2023) to company launch (April 2024)

### Content Director

#### RocketSnail Games

April 2021 – March 2024

- Led content strategy working with Lance Priebe across Party Parrot World launch and documentary development
- Developed "The Club Penguin Story" documentary (in development) and began Remoose prototyping (May 2023)

### Content Specialist

#### LEGO Group

April 2021 – August 2023

- Managed multi-season product development program requiring cross-functional coordination with engineering and product teams
- Pioneered interactive storytelling formats scaling to millions of users on LEGO Life community

### Director & Motion Designer

#### Freelance (johnnyjansen.com)

March 2014 – Present

- Leo Award (2019), WCMA Video Director of the Year (2019), Prism Prize (2019), Juno nomination (2020)
- Directing "Most Likely to Become Famous" feature film (in post) and "The Club Penguin Story" documentary

### Motion Designer & Video Producer

#### Ocean Wise (Vancouver Aquarium)

February 2017 – July 2019

- Created "Ocean Kitchen" series with chef Ned Bell and "Brain Waves" educational series
- Produced promotional content and animated exhibit screens for environmental storytelling

### Community Manager & Videographer

#### Hyper Hippo Productions

April 2013 – March 2014

- Directed game trailers and studio video blogs while managing social media channels

### Online Community Videographer

#### Disney Interactive (Club Penguin)

May 2011 – April 2013

- Scaled community content to 14M+ views across social platforms; managed multi-channel distribution strategy
- Produced TV commercials aired on Cartoon Network and Nickelodeon; managed social channels