



JOHNNY JANSEN

Creative Director & Content Strategist

CONTACT

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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