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## EXPERIENCE

### Game Designer and Researcher Glowlight Games

2024 - Present

At Glowlight Games, Andrew leads game design and market research during the prototype stage, ensuring alignment between creative vision and market demands. He conceptualizes innovative game mechanics and narratives while conducting in-depth research to identify industry trends and player preferences. By merging design and data-driven insights, Andrew seeks to strategically position the next project for commercial success. His leadership is pivotal in guiding Glowlight's transition from prototype to market-ready products.

### Game Director and Voice Actor Attic Barrel Interactive

2023

During his time within the DADIU program, Andrew served as the Game Director for a student group, leading a multidisciplinary team in the development of a full-fledged game. He was responsible for overseeing all aspects of the project, from initial concept to final execution, ensuring the vision was realized while maintaining a cohesive and collaborative environment. His leadership in this role demonstrated his ability to guide creative teams toward successful outcomes in a high-pressure setting.

### Game Designer and Researcher Make. More. Mangos!

2021 - 2022

Andrew collaborated on multiple projects, contributing to the design and creation of numerous projects. He was responsible for the development and production of game assets, character design, animations, and the player interface, while also steering the art style based on team input. Additionally, Andrew developed branding and marketing strategies for potential future commercialization.

### User Experience Designer Look Up Games

2021

Andrew designed the UI and assets for a game set in the Brazilian Favelas, while collaborating with Development and QA teams to meet benchmarks. He also created the logo and branding for the game and studio and supported the marketing strategy on social media post-Beta release.

### Brand Director Andrew Johnson The Artist

2014-Present

Andrew continues to be an enterprising, creative entity for clients looking to expand their brand awareness. He has worked with a number of organizations to develop marketing content and strategies. He does this by working with stakeholders in order to strengthen or establish brand rules to better reach their intended audiences. Andrew accomplishes this by knowing how to decipher needs, research solutions, present findings and implement strategies.

### Senior Brand and Creative Manager The Prevent Cancer Foundation

2015-2018

The Foundation was a platform in which Andrew was able to build his creative marketing and branding career. During his time, he managed the external voice of the organization, presented his findings to the Board of Directors and helped lead National and Global Health Educational campaigns.

## EDUCATION

Masters of Visual Game  
and Media Design  
Full Sail University  
2023-2024

Masters of Fine Arts  
Media Design  
Full Sail University  
2012-2014

Bachelor of Arts  
Business Administration  
St. Andrews University  
2006-2010

## INTERESTS

User Experience / Interface  
Visual Design  
Event Planning  
Combat Design  
Narrative Design  
Community Management  
Product Marketing  
Project Management

