

# Alexander Johnson, MBA

## Customer Experience Strategy | Brand & Product Marketing

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Seattle, WA

### Profile

Award-winning strategic marketing and design leader with 10+ years of experience delivering high impact, omnichannel brand, product, and service experiences that solve customer needs and drive business growth. Multidisciplinary hybrid of creative and analytical skillsets excelling at cross-functional collaboration, navigating ambiguity, and delivering compelling, differentiated, and profitable solutions to complex business challenges. Empathetic leader with a team-first approach to problem solving, customer-centric mindset and bias for co-creation.

### Areas of Expertise

- Brand + Product Marketing
- Cultural Trends + Market Research
- Human-Centered Design
- Creative + Design Direction
- Customer Experience
- Insights + Synthesis
- Cross-Functional Collaboration
- Go-To-Market Strategy
- Verbal + Visual Storytelling

### Professional Experience

#### Deloitte Digital – Seattle, WA

Senior Consultant, Customer Strategy & Marketing

MBA Associate

Jun 2022 – Present

Jun 2021 – Aug 2021

Leading customer strategy engagements across retail, consumer, and technology clients by empowering brands to identify customer pain points and opportunities, design breakthrough experiences across physical and digital channels, and bring them to market successfully.

- Orchestrated a C-suite innovation workshop to market the features and capabilities of an emerging retail tech. platform, driving partnerships and adoption with Fortune 100 retailers.
- Defined and sold a \$2.7M future-state experience strategy for a leading QSR's brand loyalty program, boosting customer engagement & retention with advanced MarTech capabilities.
- Guided mixed-method market and customer research to develop a holistic understanding of competitive landscapes, emerging trends, and distinct customer personas.
- Synthesized research and customer data into actionable insights, journey maps, and strategic recommendations, driving project direction and influencing key stakeholders.

#### The Vansmith – Boulder, CO

MBA Consultant, Product Marketing + Go-To-Market Strategy

Aug 2021 – Dec 2021

Developed new value proposition and comprehensive go-to-market strategy for a scalable camper van conversion platform targeted at millennial travel enthusiasts, launched 2023.

- Defined product/market fit through competitive research and trend monitoring, quantifying the value of the opportunity, size of the market and forecasted revenue.
- Conducted qualitative interviews and user studies to address unmet customer needs and inform product positioning, increasing resonance, acquisition, and conversion metrics.
- Leveraged a test-and-learn approach to validate assumptions and prioritize feature rollout, optimizing product roadmap, reducing development costs and de-risking MVP launch.

#### FCB North America – Chicago, IL

Associate Creative Director, Experiential Brand Marketing

Senior Art Director

Art Director + Designer

Oct 2020 – Apr 2021

Jun 2017 – Oct 2020

Jun 2016 – Jun 2017

Designed and directed award-winning brand experiences, content & messaging from concept to execution as a creative leader across the agency's experiential & shopper marketing practices.

Clients: Anheuser-Busch, Boeing, Canon USA, GoRVing, RXBar, Samsung, Xfinity

- Co-led creative strategy and design direction for Canon's mixed reality CES experience, capturing 240k visitors, 95% engagement rate and 3x Cannes Lion shortlists.
- Shaped creative narratives and storytelling to authentically express brand values and personality, building emotional connections and deepening relationships with customers.
- Managed teams of designers, copywriters, and external vendors with a track record of compelling results and client success, hitting critical milestones on time and within budget.

#### Upshot Marketing – Chicago, IL

Art Director, Experiential Brand Marketing

Nov 2012 – Jun 2016

Designed and produced brand activations, retail environments and event series as part of integrated marketing campaigns for leading lifestyle and consumer brands.

Clients: Corona, New Balance, Modelo, P&G, Pacifico, Scott's Miracle-Gro, Starbucks

- Created end-to-end consumer journeys for New Balance's global retail marketing strategy, deployed in flagship stores across the US and in five international markets.

### Education

#### MBA, Design Strategy – 2022

California College of the Arts

San Francisco, CA

Departmental Scholarship

#### B.S., Architecture – 2012

University of Southern California

Los Angeles, CA

Minor in Entrepreneurship

Presidential Scholar

### Awards & Recognition

ADC / One Club Awards

Awwwards

Best of CES

Cannes Lions Shortlist

Design:Retail Awards

Effie Awards

MarCom Awards

New York Festivals

Reggie Awards

Shop! Awards

Webby Awards

### Technical Toolkit

Adobe CC

Airtable

Cinema 4D

Confluence

Excel

Figma

Google Analytics

Google Workspace

Illustrator

InDesign

InVision

Jira

Microsoft Office

Microsoft Power BI

Miro

Mural

Photoshop

PowerPoint

SketchUp

Squarespace

### After Hours

Aspiring Innkeeper

Avid Trail Cyclist

Part-Time #Vanlifer

New Dad