

Mario Johnson

Designer & Creative Director

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Multidisciplinary designer with 8+ years leading brand and product work for studios and startups. I turn fuzzy ideas into crisp, usable things — and ship them.

EXPERIENCE

Creative Director 2022 – Present

Studio North · Sofia

Lead a team of five across brand, web, and motion. Set creative direction for 20+ launches and rebuilt the studio’s design process end to end.

Senior Product Designer 2019 – 2022

Brightline · Remote

Owned the design system and the core checkout flows for a fintech app used by 200k people. Cut checkout drop-off by 18%.

Visual Designer 2016 – 2019

Freelance

Brand identities, websites, and campaign work for studios, restaurants, and early-stage startups.

EDUCATION

BA, Visual Communication 2012 – 2016

National Academy of Art · Sofia

Graduated with honours. Focused on typography and editorial design.

Foundation, Art & Design 2011 – 2012

Sofia College of Arts · Sofia

SKILLS

Brand identity	●●●●●	Product design	●●●●●
Motion design	●●●○○		

LANGUAGES

Bulgarian	Native	English	Fluent
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CERTIFICATIONS

Google UX Design Professional Certificate	2021
Google	
Interaction Design Foundation — UX	2020
IxDF	
Advanced Figma	2023
Figma	

SELECTED PROJECTS

Acme Corp Rebrand	demo.folio.page.dev/portfolio/acme-corp-rebrand
Full identity refresh for a 30-year-old industrial supplier.	
Vista Banking App	demo.folio.page.dev/portfolio/vista-banking-app
End-to-end product design for a mobile-first bank.	
Orbit Shop	demo.folio.page.dev/portfolio/orbit-shop
A fast, playful storefront for an indie hardware brand.	