

SALENA JOHNSON-RUSSELL

2D/3D DESIGNER & ART DIRECTOR

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WORK EXPERIENCE

SCHOLASTIC INC.

NEW YORK, NY

DESIGNER (LICENSING & BRANDS)

OCT 2022 – PRESENT

- Produced book cover mechanicals and directed the creative team for the interior design of New York Times Bestseller *The Official Harry Potter Cookbook*.
- Directed and designed artists across 35+ picture books, graphic novels, storybooks, and novelty titles per year for licensors including WB, Universal, Disney, Hasbro, Nick, Tapas, and Toei Animation.
- Led in the design and project management of media tie-ins for 10+ brands including *Gabby's Dollhouse*, *Harry Potter*, *One Piece*, *Spy Ninjas*, *Gilmore Girls*, and *Abbott Elementary*.

JUNIOR DESIGNER (LICENSING & BRANDS)

MAR 2021 – OCT 2022

- Managed the illustration, lettering, and design of approximately 30 titles per year, working closely with the Art Director, Creative Director, Editors, Production, Printers, and the licensor.
- Research, hired, and directed 10 artists across different projects.
- Developed and pitched cover concepts to cross-departmental stakeholders and licensors.

MARVEL ENTERTAINMENT

NEW YORK, NY

BOOK/PRODUCTION DESIGNER

FEB 2019 – MAR 2021

- Designed covers and interiors for over 70 Saddle Stitch, hardcover, and paperback comic books and graphic novels.
- Collaborated with editors to develop front & back-matter pages, promotional materials, and approximately 10 logos/title treatments.

LICENSED PUBLISHING & TRANSLATIONS COORDINATOR

MAR 2015 – FEB 2019

- Led the organization of over 50,000 assets received from foreign sublicenses while ensuring daily delivery and receipt.
- Tracked digital comic book production and generated weekly progress reports for 100+ titles, confirming that digital vendors received the necessary files for ePub digital publications.

DIGITAL COMPOSITOR

FEB 2013 – MAR 2015

- Collaborated with team members to composite over 1,000 digital comics, trades, and movie art books for the Kindle.
- Strengthened the digital authoring process, appearance, and user experience of 75+ Kindle digital comics with CSS/HTML skills.

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

JAN 2017 — AUG 2019

M.F.A. ANIMATION

STATE UNIVERSITY OF NEW YORK AT OSWEGO

AUG 2008 — MAY 2012

B.A. GRAPHIC DESIGN &

B.A. PUBLIC RELATIONS

ANIMATION CREDITS

EVERYTHING MUST GO! (2019)

CG PROP ARTIST &

END CREDITS DESIGNER

TROY VS. WEBBER (2018)

LEAD CHARACTER MODELER

MEXICO LINDO VR EXPERIENCE (2018)

ENVIRONMENT MODELER

SOCIETIES & AFFILIATIONS

WOMEN IN ANIMATION

NEW YORK CHAPTER

SOFTWARE SKILLS

ADOBE

Acrobat
After Effects
Bridge
Dreamweaver
Illustrator
InDesign
Photoshop
Premiere
Designer
Painter

Asana
Monday
Autodesk Maya
Arnold Renderer
Marmoset
Toolbag 3
Renderman
ZBrush
Unreal Engine
Google Drive
Microsoft Office

HARD SKILLS

DESIGN

Art Direction
Brand Design
Talent Search
Web Design
CSS/HTML/PHP
Asset Mgmt.
Logo Design
Motion Graphics
Print/Digital

3D

Animation
Modeling
Lighting
Rigging
Texturing
Vis. Dev.
Video Editing
Compositing

SOFT SKILLS

Learning Agility
Independent
Mentorship
Initiative
Patient
Creative Thinking
Empathy
Organized

Optimism
Leadership
Team spirit
Teamwork
Interpersonal
Communication
Intercultural
Communication