

# CHARLES JOHNSON

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Creative problem solver successfully able to guide relevant functions with overarching business insights – ensuring all projects remain anchored to key strategic frameworks and the consumer – by applying cross-functional knowledge and research insights into iterative design solutions and detailed deployment executions

## Head of Packaging Design

REDUCED RISK PRODUCTS – EVAPOR

*Philip Morris International, Lausanne Switzerland. February 2020 – December 2023*

Responsible for building design-based solutions rooted in business needs, leading global launches and category expansion, managing packaging innovation (focusing on the consumer experience and sustainability), and showcasing adaptive problem-solving .

- Lead Design development.
  - Applied Design Thinking to Innovation and iterative design process.
  - Defined optimal qualitative and quantitative design research methodology for POC and Branding.
  - Developed first-in-category packaging systems that elevated sustainability objectives and Brand perception.
  - Briefing, on-boarding, and management of Agencies and Suppliers.
  - Creation and distribution of final design assets for commercial deployment.
- Implementation across the business and categories.
  - Drove Marketing and Production cohesion, building strong visual equities across disciplines.
  - Brand owner and stewardship: cross-functional SME monitoring design consistency & quality; adhered to and monitored projects progress against design metrics, guidelines, costs, and KPI's.

## Structural Packaging Design Manager

REDUCED RISK PRODUCTS – IQOS

*Philip Morris International. Lausanne, Switzerland. February 2016 – December 2020*

Development of the IQOS packaging portfolio: elevating the packaging user-experience, KPIs, and directing packaging engineering and print production.

- Built disruptive and innovative packaging solutions that defined the cross-category IQOS portfolio
- Developed process gates and timings for global productions, ensuring efficient deployments.
- Developed print production standards and managed handover of all final commercial-ready files of diverse, highly regulated categories, each with different production means and requirements.
- Provided Commercial Production support to external partners/suppliers and deployment teams (global & local).

## Design Manager

NEUTROGENA & ROC, COSMETIC & BEAUTY PACKAGING

*Johnson & Johnson. New York, NY. June 2014 – December 2015*

Developed global design direction for Neutrogena and RoC Beauty and Cosmetic lines.

- Strategic packaging conceptualization for Neutrogena and RoC Beauty lines (Cosmetic, Cleansing and Moisturizing).
- Directed compliant and consistent execution of designs across key regional partners (NA, AP, EMEA, LATAM).
- Managed cross-functional teams – marketing, legal, engineering, production, printers – to steer efficient product launch and roll-out within strategy, quality and budget.

## Art Director *The Jones Group. New York, NY. April 2011 – March 2014*

Creative lead managing and conceptualizing all branding and execution for the Brian Atwood luxury fashion brand.

- Art Direction of seasonal campaigns and lookbook photography.
- Directing Brand development and Design Production; meeting deadlines and budgets while responsibly maintaining consistent visual standards.
- Design and post-production of Brand assets for diverse outputs.

## Art Director *Callide Design. New York, NY. November 2009 – April 2011*

## Art Director *Sundberg & Associates Inc. New York, NY. 2008*

## Assoc. Art Director *RBK Advertising. Hamilton, Bermuda. 2007*

## Jr Art Director *Smithworks Design. West Chester, PA. 2005 – 2006*

## ADDITIONAL

- Swiss resident linked to C permit (Authorization B. Membre de la famille UE/AELE)
- Fluent in English. French level B2.
- Father of 2 boys
- Painting : [www.instagram.com/callide\\_design](http://www.instagram.com/callide_design)

## EDUCATION

*Syracuse University, Syracuse NY.*

BFA in Communications Design  
Minor in Art History