Matt Johnson

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ART DIRECTOR | AI GENERATIVE VISUAL SYSTEMS

Art Director with 10+ years leading visual storytelling and art direction across publishing, webtoon/manhwa, and interactive entertainment, building cinematic visual systems, directing global creative teams, and blending traditional craft with AI-assisted production.

Qualifications Summary

- **10 years directing creative and production across webtoon, manhwa, and digital publishing**
- **Art-directed dozens of published series with cinematic, character-driven visual systems**
- **Led quality and standards for an AI-assisted creative group plus rotating freelance / vendor talent through reviews, briefs, and production pipelines**
- **Built generative visual systems for production quality, style consistency, and client-facing demos**
- **Partnered with product and engineering on GenAI workflows that ship at volume without sacrificing art direction**

Career History & Highlights

Art Director | Voyce.Me/FableVerse *Remote, CA: 05/2022 – PRESENT*

- Lead art direction and visual quality across VoyceMe's publishing initiatives, AI-driven visual systems, and interactive storytelling products.
- Own creative standards and quality gates for dozens of original and licensed series — consistency, narrative intent, and production excellence at publishing scale.
- Lead a 10+ person AI-assisted production group (internal PMs and art leads plus contracted artists) and direct the work of a rotating network of 60–100+ freelance artists, writers, and vendors through standards, reviews, and assignments.
    - Translate cinematic shot language (camera, pose, lighting, composition, narrative intent) into structured generative direction, evaluation criteria, and repeatable production workflows that support rapid iteration with premium craft at volume.
    - Partner cross-functionally with creative, product, engineering, operations, and leadership to improve visual quality, scalable content systems, and client-facing demo readiness.

Content Project Manager | VoyceMe *Remote, CA: 02/2021 – 05/2022*

- Coordinated artists, editors, writers, and production teams to ensure timely delivery and consistent visual quality across multiple titles.
- Managed production pipelines and cross-functional workflows across webtoon, manhwa, and digital publishing initiatives.

Scenic Production Lead Animator & Production Manager | Broadway Media Distribution *Fresno, CA: 02/2017 – 04/2022*

- Enhanced live productions through seamless looping motion graphics and scenic projection animation.
- Managed high-quality visual assets in collaboration with creative production teams.

Multimedia Instructor | Carter G Woodson Multimedia Charter School *Fresno, CA: 02/2017 – 01/2018*

- Developed curriculum covering Adobe Creative Suite, motion graphics, graphic design, digital illustration, and introductory multimedia production workflows.

Education & Additional Information

Graduate- Oct 2008 | The Art Institute of Los Angeles Santa Monica, California - Bachelor of Science in Media Arts & Animation

Skills |

Art Direction — Visual standards, cinematic framing, composition / lighting / styling, character/world direction, brand consistency, creative review, partnering with CDs / ADs / Designers / Motion / Producers

Generative Visual Systems — Structured generative direction, model & style evaluation, dataset curation, QA / regression thinking, scalable visual content systems, production readiness

Production Leadership — Freelance & vendor networks, standards & assignments, recruiting / trials, cross-functional partnership (creative / eng / product / ops)

Craft & Tools — Color, composition, lighting, action choreography, motion graphics, Adobe Creative Suite, digital illustration

Domains — Webtoon / manhwa, digital publishing, animation, interactive storytelling, original IP, high-volume generative visual production