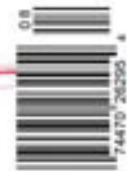


Ruthie Davis

FunnelScope



Discovering the Must Know Creative and Unconventional Entrepreneur



Growing up, Mark Johnson was always mesmerized by the imagery and sounds of New York City he saw in films and on television. By age 10, he began charting his place to live there and by age 20 he was a resident. Starting off as "the computer guy" at a Japanese Trading Co, most of his free time was spent walking around the city exposing himself to art - from street artists to tagged sides of buildings by neighborhood kids to Andy Warhol.

While enjoying a coffee in Hell's Kitchen one day, Johnson was approached by a modeling agent. Not the type of person to pass up an opportunity to be exposed to fashion and culture while traveling the world, Johnson signed with the agency and went on to work with fashion icons like Gianni & Donatella Versace, Giorgio Armani, Tommy Hilfiger & Ralph Lauren. Through his work on the pages of magazines and in front of the lens, Johnson began to learn and appreciate the art of fashion advertising.

While still modeling, Johnson was offered a position as Art Director for a groundbreaking digital media project at Big Time Productions in collaboration with MTV.com. As he got deeper into the project and the world of web design, Johnson started suggesting and implementing redesigns of websites he felt looked too busy, were difficult to navigate, or that had too much informational clutter that did not add value to the product or services that the site was supposed to represent.

Johnson saw a major opportunity to launch his own web design business and started working with mostly fashion clients, soon after expanding to the worlds of PR, Hospitality & Commerce clients. Johnson had always thought of his sites as organic organisms that were growing and evolving as a collaboration of client and creator. In 2001, BIONIC EGG was born.

A decade later, BIONIC EGG is still evolving. In the internet game, 10 years is a long time and Johnson prides himself on recognizing where we've been within the digital space and has a unique outlook on where we're going.

In his spare time Johnson likes to paint large portraits on 4x4 canvas and has been featured in several NYC shows and exhibits.

WHAT'S NEXT FOR MARK JOHNSON: "I'm currently collaborating with GLEE's Adam Anders on his label Ander's Music Records, dedicated to developing young talent. The site I'm working on will help launch these artists and spread their music to targeted audiences. I'm also developing a new e-commerce site with Lance Bass that helps raise funds for various charities...but that's still in the works so I can't reveal too much right now!"

THE BIRTH OF THE BIONIC EGG



mark johnson: webdesigner

WRITTEN BY CORRINE FISHER