



Amber Grace Johnson

Born and raised in New York, Amber is a filmmaker striving to create work that makes you feel.

To honor individuals and their truths all the while pushing the artistic and visual integrity to the best it can be. Her inventive story telling & infectious youthful spirit has enabled work with brands Prada, Mercedes Benz, Nike, Under Armour, Dior, AG Jeans, Champion, Hyundai & Rihanna's Fenty across commercial, editorial & branded content projects.

She has directed music videos for Jorja Smith (shortlisted for Best Urban Video, Best Production Design and Best Animation at the 2019 and 2020 UKMVA), Kali Uchis, J.Cole, A\$AP Rocky. She's most passionate about original characters, anime, cinema reference points, unique perspectives, and a wild imagination.

When not creating commercial work, she puts her soul into passion projects across documentary, music and shorts. Recently, she was nominated AICP's 'Best New Director' and Ad Age A-List & Creativity Awards 2020 'Director to watch'.

[Instagram](#)

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