

MATT WELLMAN

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CREATIVE DIRECTOR / DESIGN DIRECTOR / ART DIRECTOR / BRAND DESIGN

Design Director / Art Director with 20+ years leading creative direction, brand strategy, and design execution for global apparel and life-style brands including Columbia, Sorel, Nike, and Icebreaker. Proven track record building and mentoring high-performing design teams and driving cohesive visual systems across packaging, retail, product graphics, and consumer experiences that support revenue growth and brand equity. Deep expertise in brand storytelling, cross-functional collaboration, and guiding the full design lifecycle from concept through final production across digital and print. Core competencies include:

**Creative Direction | Design Team Leadership | Branding | Retail Design | Packaging Design | Product Graphics
Visual Storytelling | Cross-Functional Collaboration | Photo Shoot Art Direction | Market Trend Analysis
Strategic Design Planning | Brand Positioning | Print & Digital Design | Presentation Development
Consumer Experience Design | Multimedia and Video Editing | Work-front Project Management Software
Adobe Creative Suite | Brand Identity | Creative Strategy | Leadership Experience | Footwear Color and Material
Photography | Coaching | Style Guides | Creative Strategy | Industry and AI Trends
Brand Development | TV | Radio | Brand Partnerships | Advertising**

PROFESSIONAL EXPERIENCE

BURLINGTON STORES – BURLINGTON, PA DIRECTOR CREATIVE ADVERTISING

02/2026 –CURRENT

I lead advertising creative direction from concept to execution, including seasonal photo-shoots and full campaign roll outs. I coach and mentor a high-caliber team of senior graphic designers, art directors, motion designers, project managers, and photographers. I partner closely with external advertising agencies and brand collaborators while upholding internal brand standards and platform guidelines. I regularly present creative vision and campaign strategy to C-suite executives and VP-level leadership, delivering work that's both inspired and on-brand.

- Direct end-to-end creative production for seasonal photo-shoots, from concept development and casting to on-set execution and final retouch
- Mentor and develop a cross-functional team of senior designers, art directors, motion designers, project managers, and photographers, building skills and career growth paths
- Serve as primary creative liaison with external advertising agencies and brand partners, ensuring seamless collaboration and consistent creative quality
- Establish and enforce brand standards across internal platforms, maintaining visual consistency across all channels and touch points
- Present creative strategy, campaign concepts, and performance outcomes to C-suite and VP-level stakeholders, translating vision into business impact

FREELANCE – PORTLAND, OR CREATIVE DIRECTOR / DESIGNER

06/2025 – 02/2026

Led creative direction, developing seasonal brand stories for brands including Vans, Nike, Solarcore, and UGG's. I specialize in retail storytelling, crafting internal brand presentations that bring seasonal concepts to life while shaping forward-looking brand concepting for future campaigns. I partner across creative, marketing, and retail teams to ensure every story translates seamlessly from concept to shelf.

- Design and execute trade show experiences that showcase seasonal brand narratives to buyers and partners
- Develop retail storytelling strategies that translate creative concepts into compelling in-store experiences
- Oversee photo editing and retouching to ensure final imagery meets brand and creative standards
- Provide creative consulting to internal teams and brand partners, guiding concept development and visual direction
- Manage projects from concept through delivery, coordinating timelines, resources, and cross-functional teams

COLUMBIA SPORTSWEAR COMPANY – PORTLAND, OR
GLOBAL DESIGN DIRECTOR

03/2010 – 06/2025

Led a multidisciplinary team of senior art directors, copywriters, and freelance designers supporting the global Columbia and Sorel brands as part of the marketing leadership team. Partnered with the VP of Marketing and cross-functional leaders to shape long-term brand and marketing strategies that contributed to Columbia reaching approximately \$3.37B in 2024 revenue.

- Directed the end-to-end marketing creative process, unifying seasonal stories and design systems across packaging, retail, product graphics, and digital channels.
- Managed and developed a corporate design team for Columbia and Sorel, including hiring, coaching, performance management, and succession planning.
- Owned project and category assignments, balancing workloads and resources to consistently hit seasonal and campaign deadlines.
- Collaborated closely with Marketing, Merchandising, Retail, and Sales to ensure aligned briefs, consumer-right storytelling, and on-brand execution at every touchpoint.
- Continuously monitored market and design trends to inform seasonal direction, strengthen differentiation, and support key business initiatives.
- Elevated team performance and engagement through clear feedback, creative reviews, and professional development, supporting sales growth and high year-end performance ratings.

ICEBREAKER NATURE CLOTHING – PORTLAND, OR
DESIGN MANAGER / ART DIRECTOR

09/2007 – 01/2010

Apparel Graphic Design Manager reporting to the VP of Product for a high-growth merino outdoor brand.

- Defined and implemented a cohesive seasonal graphic and visual direction aligned with Icebreaker's brand values and product strategy.
- Led and mentored product graphic designers in Portland and New Zealand, ensuring consistent quality and alignment to global direction.
- Directed packaging, catalogs, sales tools, and product graphics that supported the brand's trajectory toward \$100M revenue in 2010.

NIKE – PORTLAND, OR
GLOBAL IMAGE DESIGN DIRECTOR, NIKE BAGS

01/2006 – 08/2007

Led a team of graphic designers for Global Nike Bags, setting seasonal product graphic direction and visual language.

- Directed packaging, catalogs, sell-in tools, and product graphics that amplified brand storytelling and supported category growth.
- Fostered a high-performing creative culture, motivating designers to deliver elevated work that contributed to sales and brand momentum.

SENIOR DESIGNER, EQUIPMENT IMAGE DESIGN – Bags, Socks & Sport Accessories

09/2000 – 01/2006

Led art direction of brand communication and image design for Nike Bags, Socks, and Sport Accessories across global markets.

- Created packaging, catalogs, sales tools, and product graphics that reinforced Nike's performance and lifestyle positioning.
- Managed and evolved the visual center for Global Nike Bags, ensuring consistency across categories and seasons.

DESIGNER I / DESIGNER II – NIKE TEAM SPORTS (NTS)

10/1999 – 09/2000

Designed event product graphics, printed catalogs, and internal presentation materials for Team Sports.

- Partnered with design, development, and merchandising to ensure designs met price, timing, and marketing requirements for seasonal launches.

DESIGNER I – NIKE BASKETBALL & TEAM APPAREL

07/1997 – 10/1999

Nike Basketball Apparel Graphic Designer · 06/1998 – 10/1999

Nike Team Apparel Graphic Designer · 07/1997 – 09/1998

Created product graphics and internal presentations for Nike Basketball and Team Apparel categories.

- Collaborated with cross-functional partners to ensure designs aligned with category strategy, cost, and calendar constraints.

EDUCATION

Bachelor of Arts in Graphic Design

Montana State University, Bozeman, MT

RECOGNITION

Columbia Sportswear L.E.A.P Graduate, 2014

Top Design Student – Bronze Pencil Award Winner, 1996

TECHNICAL EXPERTISE

Adobe Creative Suite - Illustrator, Photoshop, InDesign, Figma, print production, mobile and web design, color theory, presentation tools, visual asset development, social (B2C & B2B) content, brand guidelines, cross-functional collaboration, Work-front, AI-driven concept creation, TV, Radio and Social brand storytelling.