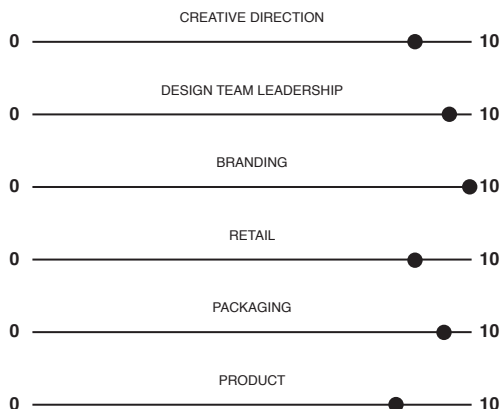


# MATT WELLMAN

ART DIRECTOR / DESIGN DIRECTOR

503.706.0092 wellman3@mac.com wellmancreative.com

I have an in depth understanding of the creative process from project brief to final presentation / consumer experience. I also have a strong ability to provide design direction, knowledge, leadership and management for internal corporate Design teams. I have years of experience in art direction, photo shoots ( product and lifestyle ), and brand positioning. Expert level with design software including Illustrator, Photoshop, and InDesign. Knowledge of print, mobile, web, production, color theory, story telling presentation, and competency based selection.



## AWARDS

1996 Top Design Student -  
Bronze Pencil Award winner

2014 Columbia Sportswear  
L.E.A.P graduate.

## EDUCATION

1996 Montana State University, Bozeman,  
Montana B.A. in Graphic Design



## 15+ YEARS

### COLUMBIA SPORTSWEAR

March 2010 – June 2025  
Design Director

Provide design direction, knowledge, leadership and management for a corporate team of Designers for Columbia and Sorel brands. Manage and facilitate the creative process with an emphasis on enhancing communication, finding and expanding common design themes and identifying design opportunities for new programs. Determine category assignments and facilitate project distribution to team members, provide workload planning as needed to ensure that deadlines are met to reach company goals. Coordinate design efforts with the other members of the Marketing, Merchandising, Retail and Sales Teams. Stay abreast of market trends and provide creative direction to support business directives. Motivate the design staff to excel in their performance and contributions, resulting in sales and growth for the company. This position is a key part of the marketing leadership team, contributing to the strategic leadership and establishment of marketing strategies for the brand and developing long-term strategies under the guidance of the VP of Marketing.



## 10 YEARS

### NIKE, INC.

January 2006 - August 2007  
Image Design Director Global Nike Bags

Managed team of graphic designers for Global Nike Bags. Set product graphic design seasonal direction for Global Nike Bags. Directed innovative product package designs, catalogs, sales tools, and product graphics. Provided insight and image design direction for Global Nike Bags Image Design team. Motivate the design staff to excel in their performance and contributions, resulting in sales and growth for the company.

Nike, Inc.  
September 2000 - January 2006  
Senior Designer

Equipment Image Design - Bags, Socks and Sport Accessories Art direction of brand communication for Nike Bags, Socks and Sport Accessories. Created innovative product package designs, catalogs, sales tools, and product graphics. Utilizing high-level design skills that execute proper brand messages and provided insight and design direction for team members. Responsible for maintaining and developing the visual center for global Nike Bags. Graphic Design lead for product, print, and packaging.

Nike Team Sports  
October 1999 - September 2000  
Design I / Design II

NTS - Worked with design leadership and category team members in design, development and marketing to ensure feasibility of designs, meeting price point, marketing needs and product creation time lines. Responsible for a variety of event product graphics, printed catalogs, and internal presentation materials.

Nike, Inc.  
June 1998 - October 1999  
Design I

Nike Basketball Apparel  
Category graphic designer for Nike Basketball US Apparel. Responsible for product graphics and internal presentations. Worked with Merchandising, Design and Development to ensure feasibility of designs, meeting price point, marketing needs and product creation time lines.

Nike, Inc.  
July 1997 - September 1998  
Design I

Nike Team Apparel  
Category graphic designer for Team Apparel. Responsible for product graphics and internal presentations. Worked with marketing, design and development to ensure feasibility of designs, meeting price point, marketing needs and product creation time lines.



## 2.5 YEARS

### ICEBREAKER NATURE CLOTHING, PDX.

September 2007 – January 2010  
Design Manager / Art Director

Apparel Graphic Design Manager reporting to the Vice President of Product at Icebreaker Nature Clothing. Set product graphic design seasonal