

MATT WELLMAN

Portland Metro 97223
(503) 706-0092

wellman3@mac.com
wellmancreative.com
linkedin.com/in/mattwellman

DESIGN DIRECTOR / ART DIRECTOR / BRAND DESIGN

Seasoned Design Director/Art Director with over two decades of leadership in creative direction, brand strategy, and design execution across globally recognized apparel and lifestyle brands. Demonstrated success leading high-performing design teams and driving cohesive visual narratives across packaging, retail, product graphics and consumer experiences. Adept in guiding the creative process from concept to execution, aligning design innovation with brand goals and market trends. Brings a deep understanding of storytelling, cross-functional collaboration, and the full lifecycle of design in both digital & print platforms, delivering tangible growth and enhanced brand presence. 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 | WorkFront Project Management Software
Adobe Creative Suite | Brand Identity | CreativeStrategy | Leadership Experience | Footwear Color and Material |
Photography | Coaching | Style Guides | Creative Strategy | Industry Trends | Brand Development**

PROFESSIONAL EXPERIENCE

COLUMBIA SPORTSWEAR, Portland OR. 97229

Global Design Director

3/2010 – 6/2025

Led a team of senior art directors, copywriters, and freelance graphic designers supporting a global brand. 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. Helped the brand hit \$3.37 billion in 2024.

- Managed and facilitated the marketing creative process with an emphasis on enhancing communication, finding and expanding common design themes and identifying design opportunities for new programs.
- Provided design direction, knowledge, leadership and management for a corporate team of Designers for Columbia and Sorel brands.
- Determined category assignments and facilitated project distribution to team members, provided workload planning, as needed, to ensure that deadlines were met to reach company goals.
- Coordinated design efforts with the other members of the Marketing, Merchandising, Retail and Sales Teams.
- Stayed abreast of market trends and provided creative direction to support business directives.
- Motivated the design staff to excel in their performance and contributions, resulting in sales and growth for the company and achieving high performance year end reviews.

ICEBREAKER NATURE CLOTHING/PDX

Design Manager / Art Director , Portland OR. 97209

9/2007 – 1/2010

Apparel Graphic Design Manager reporting to the Vice President of Product.

- Developed and implemented a cohesive vision for seasonal collections aligned with brand values.
- Set product graphic design seasonal direction and managed team of graphic designers in-house and in New Zealand.
- Directed innovative product package designs, catalogs, sales tools, and product graphics, reaching brand goals of \$100 million in 2010.

NIKE

1997 – 2007

Image Design Director Global Nike Bags, Portland OR. 97005

1/2006 – 8/2007

Managed team of graphic designers for Global Nike Bags.

- Set product graphic design seasonal direction and directed innovative product package designs, catalogs, sales tools, and product graphics. Provided insight and image design direction for team.
- Motivated the design staff to excel in their performance and contributions, resulting in sales and growth for the company.

NIKE continued**Senior Designer****9/2000 – 1/2006**

Led 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.
- Utilized high-level design skills that executed proper brand messages and provided insight and design direction for team members.
- Managed and developed the visual center for global Nike Bags.

Designer I / Design II – Nike Team Sports (NTS)**10/1999 – 9/2000**

Managed a variety of event product graphics, printed catalogs, and internal presentation materials.

- Partnered 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 timelines to meet seasonal goals and align with target audiences.

Designer I**Nike Basketball Apparel Category graphic designer for Nike Basketball US Apparel.****6/1998 – 10/1999****Nike Team Apparel Category graphic designer for Team Apparel.****7/1997 – 9/1998**

Lead product graphics and internal presentations.

- Collaborated with Merchandising, Design and Development to ensure feasibility of designs, meeting price point, marketing needs and product creation timelines.

EDUCATION**Bachelor of Arts (BA) in Graphic Design**

Montana State University, Bozeman, MT

RECOGNITION

2014 Columbia Sportswear L.E.A.P Graduate

1996 Top Design Student – Bronze Pencil Award winner

TECHNICAL EXPERTISE

Illustrator, Photoshop, InDesign, print production, mobile design, web design, color theory, presentation tools, visual asset development, competency-based selection, social, B2C, B2B, brand guidelines, collaboration with cross-functional teams, WorkFront collaboration.