

# JUSTIN MORRISON

## CONTACT

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 (323) 793-1598

 justin@otisandgeorge.com

 Portland, OR 97229

## SKILLS

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- Creative Direction
- Brand Identity Systems
- Apparel Graphics
- Art Direction
- Campaign Development
- Visual Storytelling
- Ecommerce Strategy
- Product Launches
- Vendor Management
- Production Oversight
- Marketing Strategy
- Adobe Creative Suite
- Sub Culture Creative

## PROFESSIONAL SUMMARY

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Creative Director and brand builder with 10+ years of experience launching and leading an independent apparel label from concept to market. Expertise in brand identity systems, art direction, apparel graphics, campaign development, and end-to-end creative production. Combines strong visual taste with operational discipline and strategic execution across digital and physical platforms. Background in professional sports and global travels informs a high-performance creative approach.

## EXPERIENCE

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June 2016 - Present

### **Founder & Creative Director**

Otis & George Clothing Company, Portland, OR

Founded and led a lifestyle apparel brand, overseeing all creative direction, product design, brand identity, and campaign execution.

- Designed and launched 100+ original apparel graphics across seasonal collections and limited releases
- Developed full brand identity systems including typography, color systems, packaging, and visual guidelines.
- Directed brand campaigns, look-books, product photography, and digital storytelling
- Built and managed E commerce platforms and digital customer experience
- Reduced production costs by 15% through strategic vendor negotiation and sourcing optimization
- Managed production timelines, inventory planning, and launch calendars
- Built and maintained brand presence across social media and direct to consumer channels

May 2010 - March 2022

### **Brand Designer & Creative Consultant**

Ryderkai Designs, Portland, OR

Provided branding, graphic design, and visual strategy for lifestyle, hospitality, and consumer brands.

- Developed brand identities, packaging systems, and marketing assets
- Designed web experiences across Shopify, Squarespace, and Wix platforms
- Led creative direction for client campaigns and product launches
- Clients included Watertown Whiskey (CA), Midori Farms (OR), Pax Wellness (LA), Miel D'Or (Beverly Hills), and Wicked Cape Clothing (MA)

June 2001 - April 2011

**Professional Athlete**

**NHL & European Leagues**

Drafted in the 3rd round of the NHL Draft by the Vancouver Canucks.  
Competed across the NHL, AHL, and top professional leagues in Germany,  
Sweden, Finland, Switzerland, and Belarus.

*Developed leadership, performance discipline, team collaboration, and  
international cultural fluency in high-performance environments.*

**EDUCATION**

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2001

**Bachelor of Arts (B.A.) in Economics**

The Colorado College

**PORTFOLIO**

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[www.justinmorrison.info](http://www.justinmorrison.info)