

JUSTIN MORRISON

CONTACT



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Portland, OR 97229

SKILLS

- 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

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

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

2001

Bachelor of Arts (B.A.) in Economics

The Colorado College

PORTFOLIO

www.justinmorrison.info