

# Colin Leach

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## Education

**Iovine and Young Academy, University of Southern California**  
Graduation: May 10<sup>th</sup>, 2024  
Integrated Design, Business, and Technology (MS)

**Roski School of Art & Design, University of Southern California**  
Graduation: May 11<sup>th</sup>, 2018  
Major: Graphic Design (BA)  
Minor: Web Technologies and Applications

## Technical Skills

**Applications**  
Illustrator, Photoshop, InDesign, Acrobat, Firefly, Keynote, Figma, Miro, Vizcom

**Certifications**  
Google Analytics

## Additional Information

**Organizations**  
American Institute of Graphic Arts (AIGA)  
Nike Black Employee Network (BEN)  
Nike Caribbean Collective

**Interests**  
Soccer, Arsenal FC, Gaming, Travel, Anime, Streetwear, Watches, Bitcoin, Scuba Diving

## Experience

**Graphic Designer II, Nike NSW Print & Pattern**  
**Beaverton, OR - June 2024 - Present**

- Developed and executed print designs that aligned with Nike Sportswear Apparel and Footwear's product vision.
- Partnered with cross-functional teams (Graphic Designers, Color Designers, Apparel Designers, and Asset Management partners) for production processes to ensure accurate print executions that met Nike's brand standards.
- Maintained creative integrity across all print applications, ensuring alignment with Nike's visual language.

**Graphic Designer II, Nike Central Graphics (CCS)**  
**Beaverton, OR - October 2022 - June 2024**

- Led graphic development for the ReCreation Program, creating visual narratives for product collections/launches.
- Partnered with internal teams, vendors, and manufacturers to ensure Nike-standard graphic executions.
- Collaborated with BRS Studios and Nike's Chief Design Officer to execute the 2023 Design Annual, a high-profile design artifact distributed across Nike Design teams, reinforcing Nike's design philosophy.
- Worked with printers and vendors to achieve highest quality spreads and printed assets for the 2023 Design Annual.

**Footwear Graphic Designer, Nike SWDC**  
**Beaverton, OR - March 2022 - September 2022**

- Defined the visual language with the Apparel Graphic Designer for the SWDC LA collection, ensuring cohesive brand expression across footwear and apparel.
- Worked closely with 3D Designers, Color, and Materials teams to integrate consistent footwear graphic narratives.
- Applied strategic design thinking to develop graphic placements that reflected the collection's aesthetic and cultural influences.

**Graphic Designer, STIIIZY**  
**Los Angeles, CA - August 2019 to January 2021**

- Provided art direction for packaging, apparel, and accessories, maintaining the brand's identity and vision.
- Collaborated with Marketing and Product Development to establish cohesive design systems that maintained consistency across product lines.
- Implemented a universal press-ready packaging file system that streamlined production processes for 3M+ product units, maintaining visual accuracy and regulatory compliance.

**Design Assistant, Gravillis Inc.**

**Los Angeles, CA - October 2018 - June 2019**

- Interpreted client requests into logos, merchandise, and key art, contributing to successful marketing campaigns.
- Collaborated with freelance artists and photographers to produce assets that aligned with client brand objectives.
- Assisted in developing promotional materials that reflected clients' creative visions, strengthening their brand identity.