

Colin Leach

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Education

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

**Roski School of Art & Design,
University of Southern California**
Graduation: May 11th, 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.