



Graham Nystrom

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Summary:

Innovative and results-driven Creative Director, Design Director, and Fashion Designer with over two decades of expertise in the skateboarding, action sports, streetwear, fashion and consumer product goods industries. Proven track record of spearheading the development and growth of multimillion-dollar apparel brands, leading to significant revenue increases. Strategic thinker with sharp insight into diverse consumer markets, complemented by a hands-on approach to creative direction, brand building, and product design. Recognized for founding a globally distributed brand, directing impactful brand launches, and contributing to the success of iconic global brands. Adept at leading efficient, innovative teams, integrating data-driven strategies with intuition, and translating abstract concepts into compelling products and experiences.

Experience:



Design Director

Market Studios (Formerly Chinatown Market)
Nov 2019 - Jan 2024 (4 years 3 months)

- Built and managed a dynamic product / creative team and department infrastructure that facilitated a \$20 million revenue growth over 2 years. Oversaw the design and delivery of 2400+ styles and 3500+ SKUs annually.
- Assisted in brand development strategies, aligning with company goals and market trends.
- Successfully renegotiated contracts with vendors, reducing COGS by over 50%.



Creative Director

As Of Right Now
Aug 2017 - Present (6 years 6 months)

- Lead a creative studio focusing on brand development, market strategy, UX, and product design.
- Notable work: Brand launches for Lumineaux Oral Care, Over the Influence, RSQ (Tillys), Us Versus Them.
- Graphic design for Nike, Insomniac, Obey, Dark Seas, RSQ.



Global Art Director

Alpinestars
Jan 2019 - Dec 2019 (1 year)

- Managed global art direction and marketing strategy for a leading motorcycle protection gear company.
- Contributed to creative direction and oversaw production across motocross, road racing, touring/adventure, and cycling categories.
- Played a key role in maintaining and expanding a \$200M+ market share.

 HUF**Senior Designer***HUF*

Jan 2016 - Oct 2018 (2 years 10 months)

- Contributed to creative direction, apparel design, art direction, marketing, and merchandising strategy.
- Responsible for planning and designing high volume product collections and styles.
- Played a pivotal role in stabilizing business and increasing sales over a nearly three-year period.

**License Manager / Lead Designer***Stussy, Inc.*

Mar 2011 - Mar 2016 (5 years 1 month)

- Managed brand license portfolio, overseeing Us Versus Them brand.
- Responsibilities included product management, merchandising, design, development/planning, art direction, and marketing strategy.
- Contributed designs to Stussy's seasonal apparel program.

**Founder / Creative Director / Designer***Us Versus Them*

Nov 2005 - Mar 2016 (10 years 4 months)

- Founded and managed an innovative high-end streetwear boutique, gallery, and global apparel brand.
- Developed in-house streetwear brand distributed worldwide, accumulating over \$15M+ in sales over 6 years. Notable retailers included the famed Collete and United Arrows.
- Oversaw all operations, merchandising, apparel design and development, sales, marketing, ecommerce.

**Store Manager***Active Ride Shop*

Nov 1999 - Jul 2005 (5 years 9 months)

- Managed retail operations including buying, employee management, customer service, inventory management, and marketing.