

Andrew Massey

Graphic Design | Art Direction | 3D Visualization





About Me

During my 18+ years of experience in creative work, I specialize in building and elevating in-house teams to develop strong design standards and solutions that define a brand's unique voice in the marketplace. I enjoy working cross-departmentally to ensure creative solutions work holistically with brand goals, while aiding in the seamless distribution of design that reaches audiences where they are. Driven by curiosity, I constantly seek new ideas, strategies, and technologies to grow and explore what's possible next.

Selection of Work

LA Kings

Season Campaign
Toolkit Development
Key Art

Active Ride Shop

Apparel & Hardgoods
Brand Strategy
Seasonal Catalogs

Pelican Products

EZ Pull Launch Toolkit
Custom Latch Program
Mash-up



Built and lead the transition from agency to internal design team. Preforming in a multi-disciplinary role to create a unified identity throughout the entire organization. Working on projects from game presentation, social media, promo items, apparel, digital, videos, advertising, events, sales & more.



LA Kings

Season Start OOH

Brief

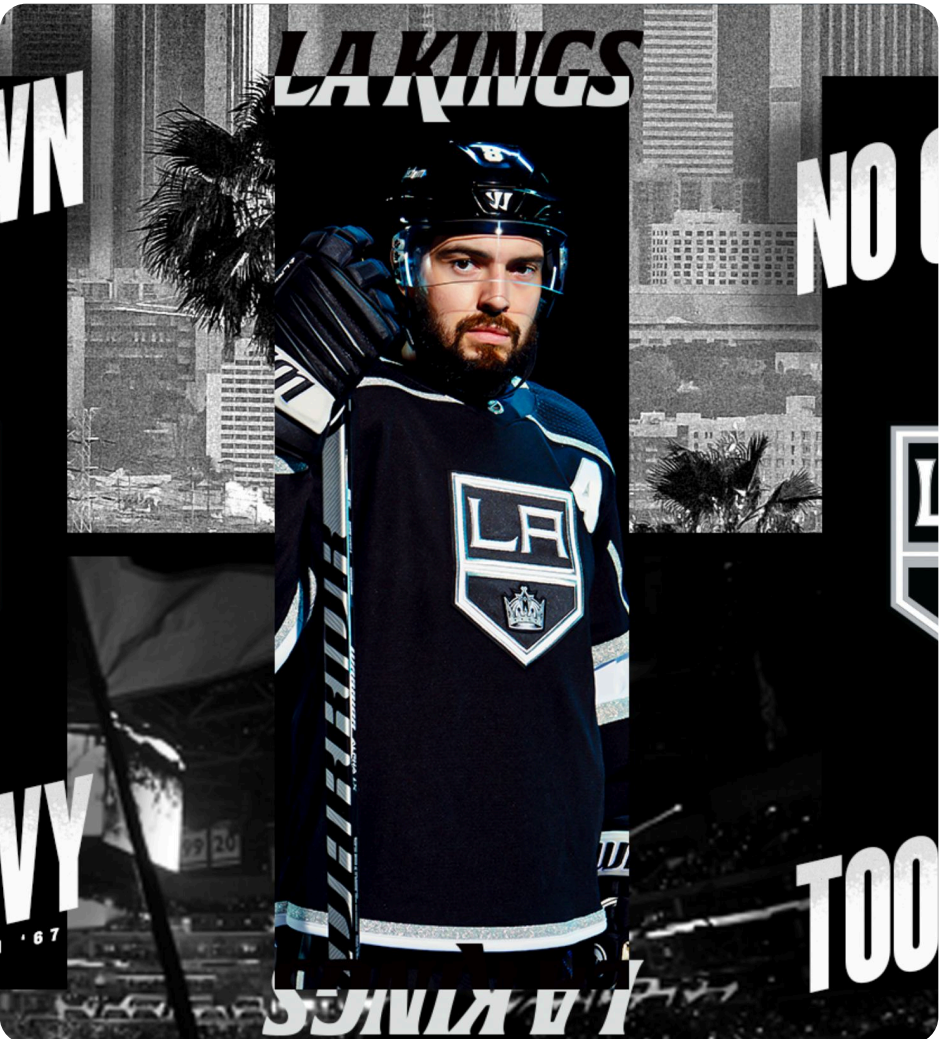
Build a full scale outdoor campaign to build excitement for the upcoming season.

My Role

Creative direction, design and layout, photo retouching and compositing. Developing breakouts, creating toolkits assets for use through season. Pre-press and production for delivery to printers.

Results

With the team starting to emerge from their "rebuild" era, the goal of the design was to move away from the glossy slick superstar to team that plays for the city of LA. Higher punch in contrast with gritty city imagery helped convey this message. Fan feedback was overwhelmingly positive and opening month sales hit 5 year highs.



Campaign Assets

LA Kings

Season Start OOH



LA Kings

Season Toolbox

Brief

Build an expandable graphic system used accoss all touchpoints for the upcoming season.

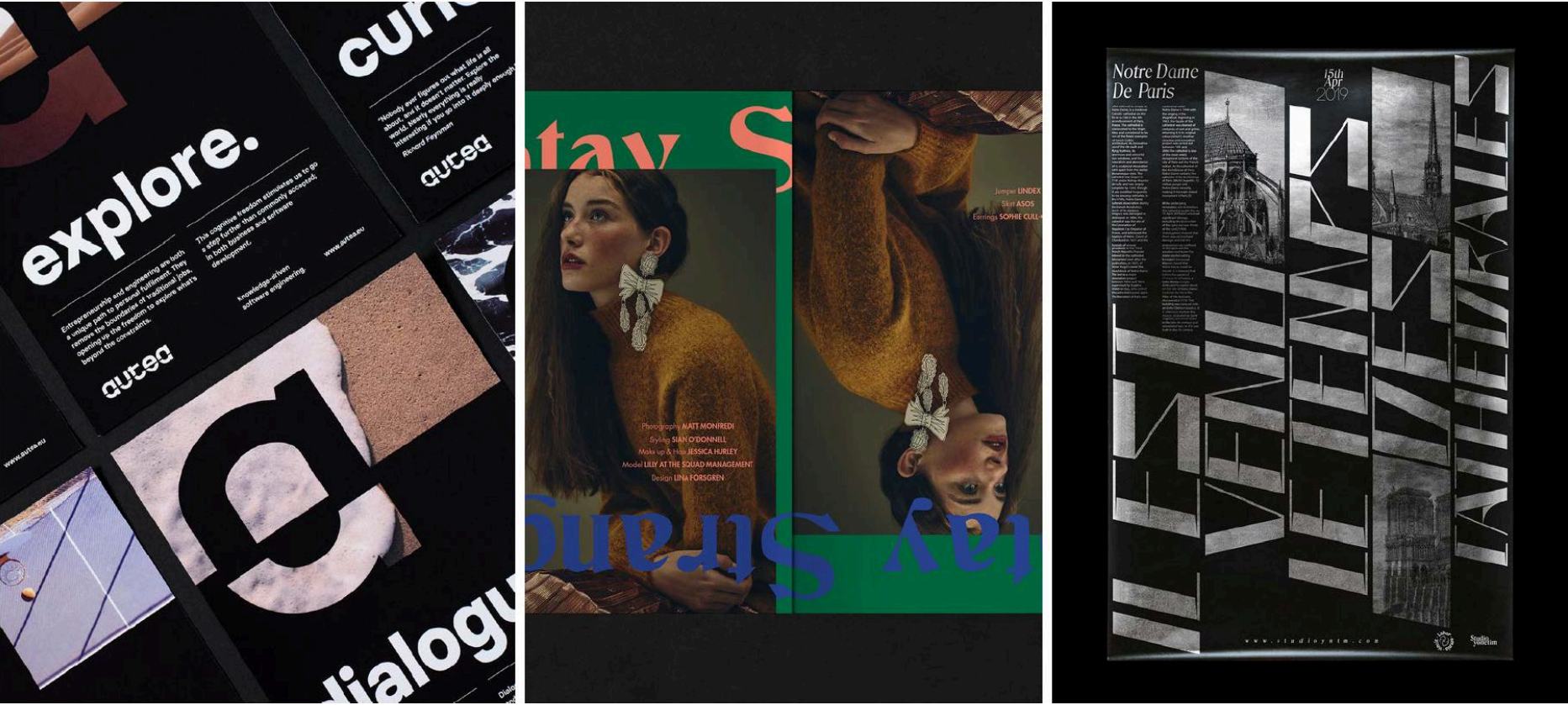
My Role

Creative direction, Ideation, moodboarding, conducting brainstrom session with my team, and building/presenting the pitch deck. After approval, managing and contributing the build out of the final assets.

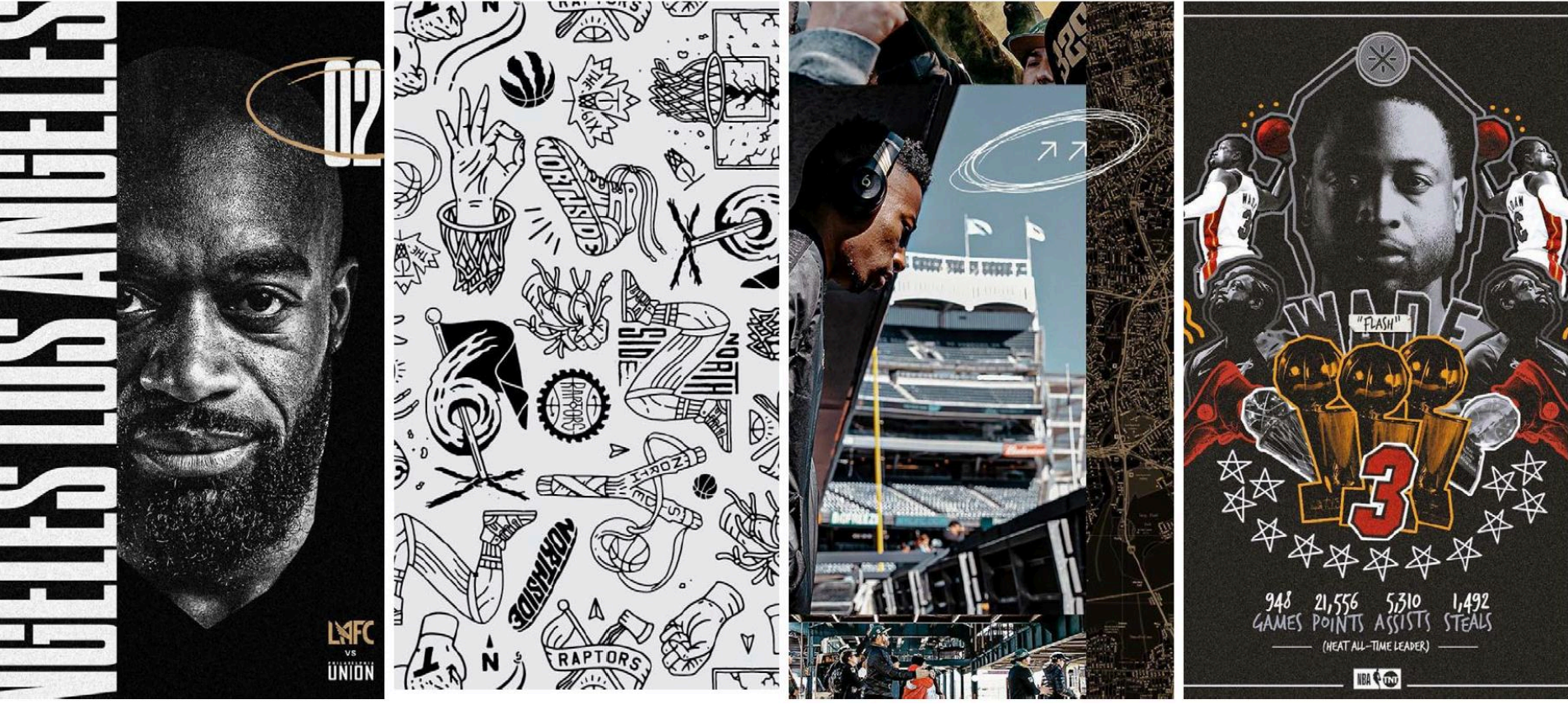
Results

I call this a toolbox becuase toolkits often consist on a finished package of pre created designs for the entire campaign. With live sports we needed a lot more flexibility. So we prioritised key elements, application rule sets, and libraries to quickly assemble new graphics on the fly at a much faster rate. This also lead to increased variation to prevent staleness without sacraficing brand consistency.

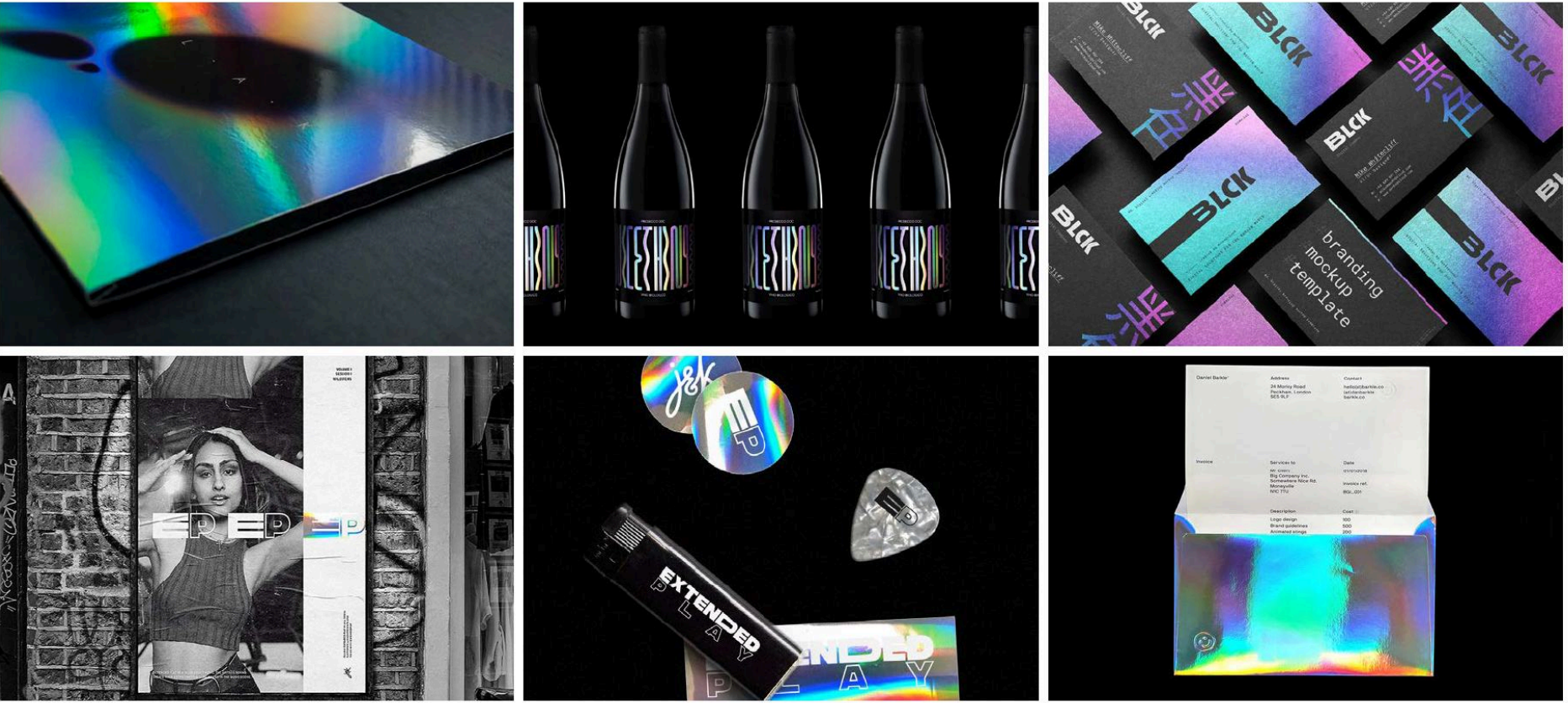
TYPE AS TEXTURE CONT. __



HAND DRAWN ELEMENTS __

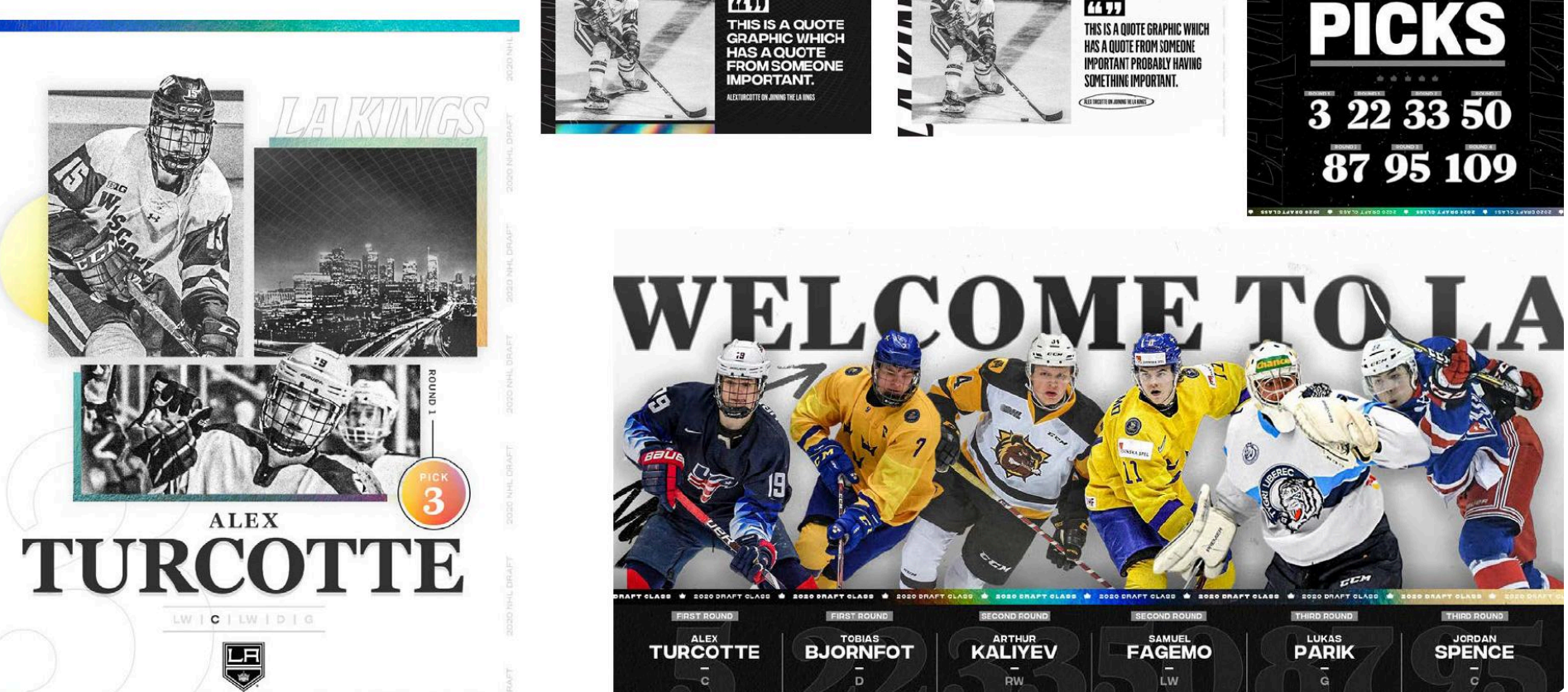


USE OF COLOR __



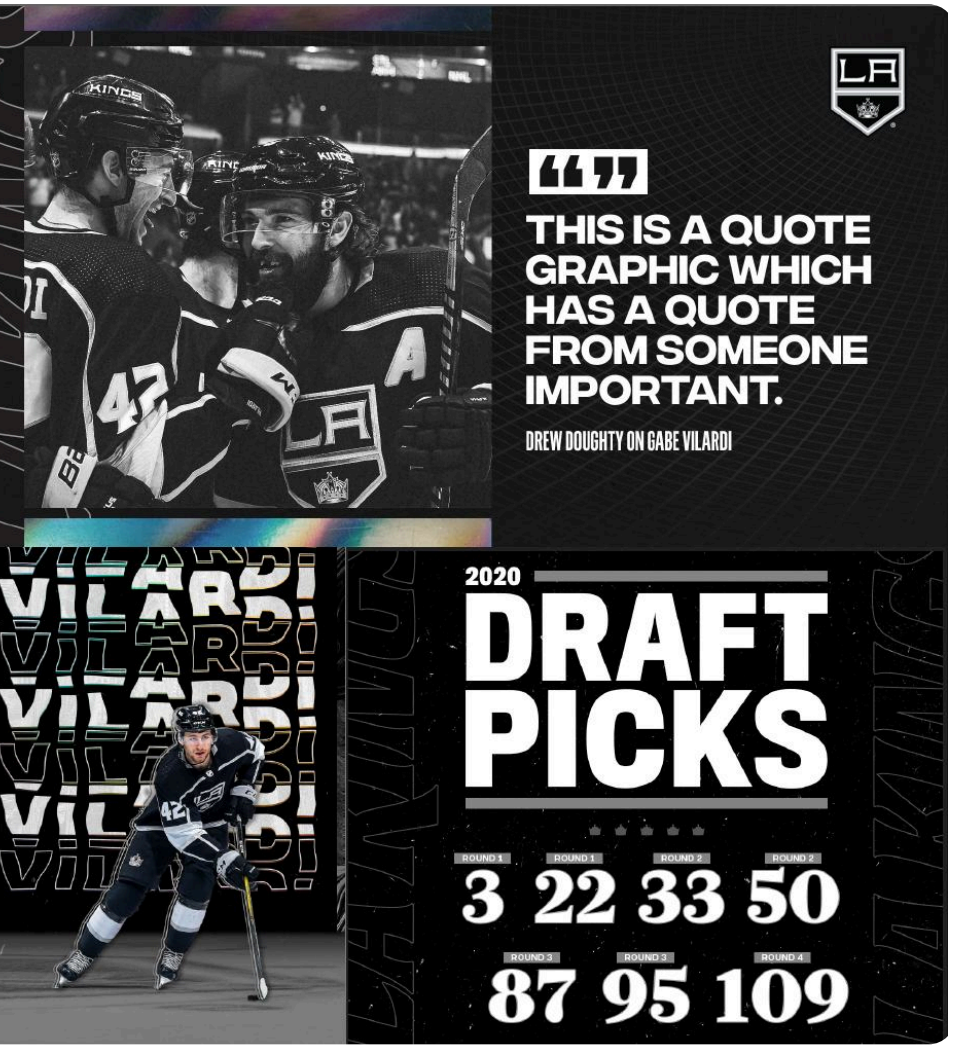
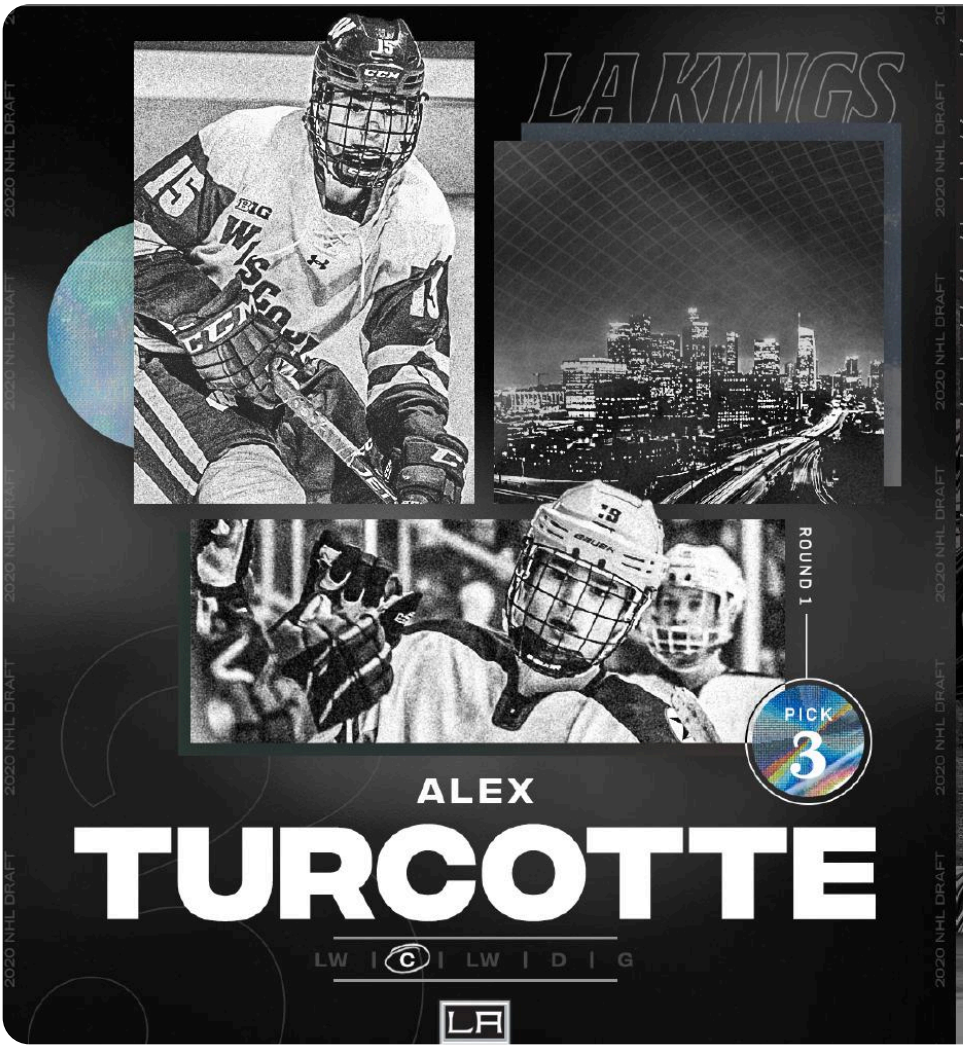
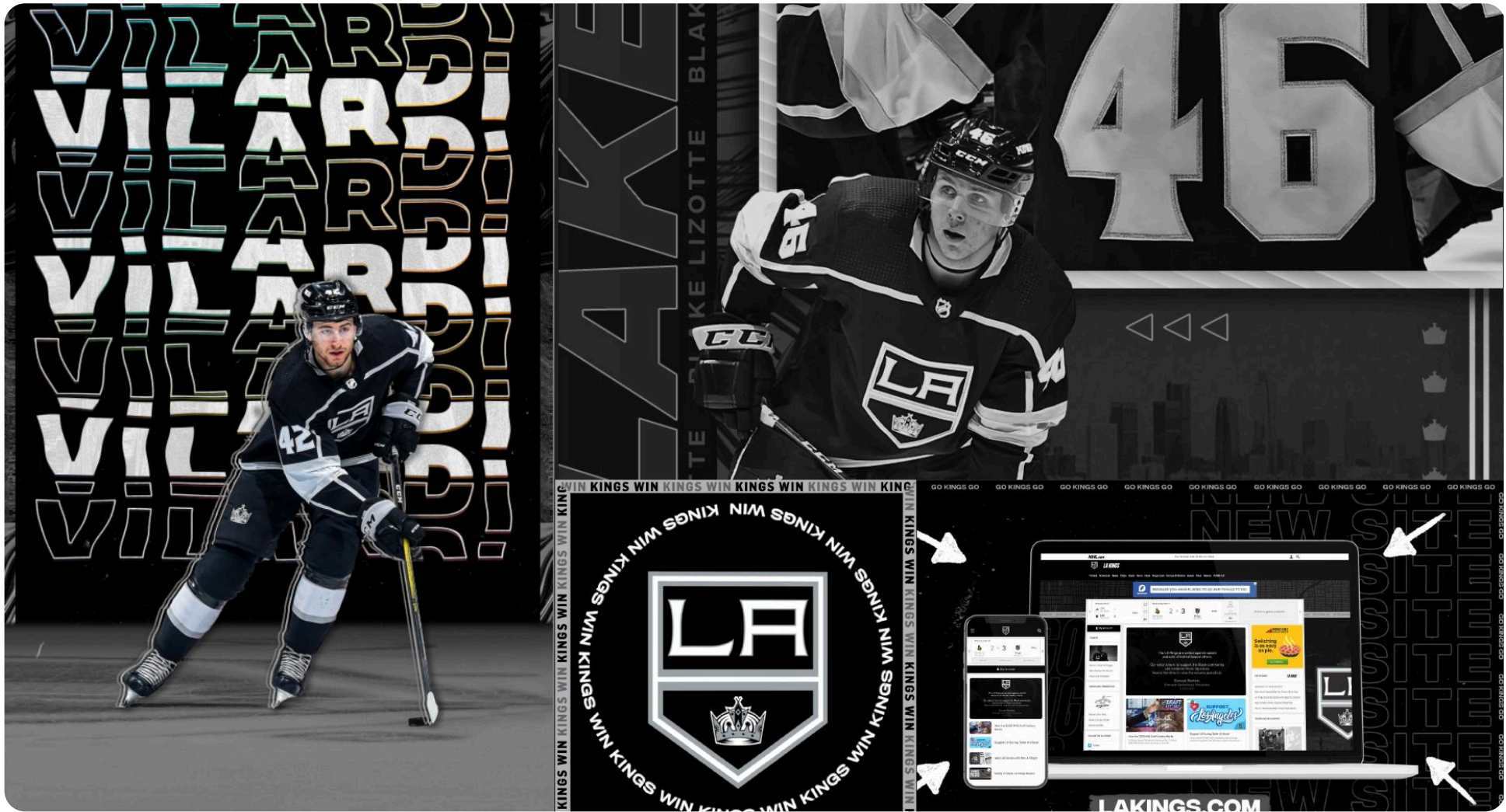
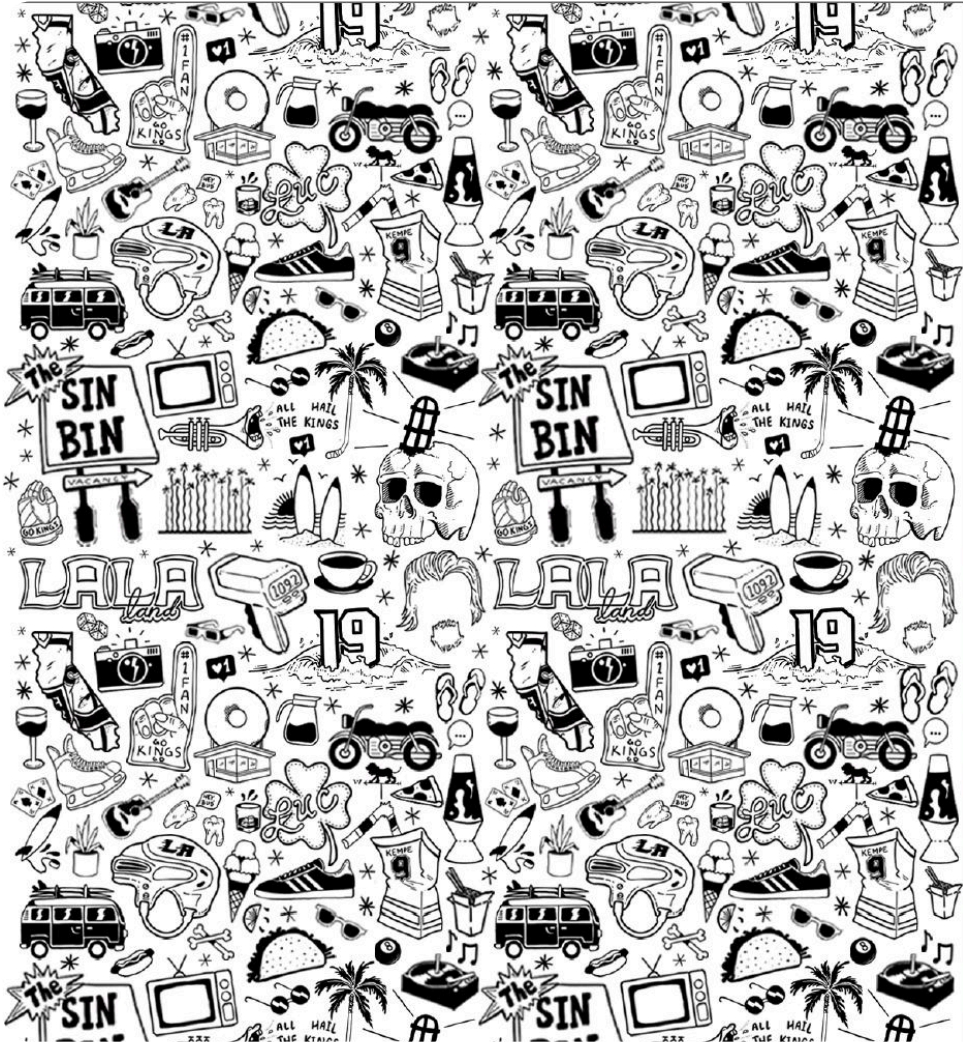
I love black and white. we have the strongest color scheme in the NHL. But sometimes its really hard to stay that limited. We always run the risk of "looking like the other team" by adding a solid highlight here and there. This is my solution. It came to me after seeing how well the chrome helmets were received. It's super current, has a very night in LA feel and looks great with black white and silver.

2020 DRAFT __



Moodboard Samples

LA Kings
Season Toolbox



Pitch Deck Samples

LA Kings

Season Toolbox



LA Kings

Key Art

Brief

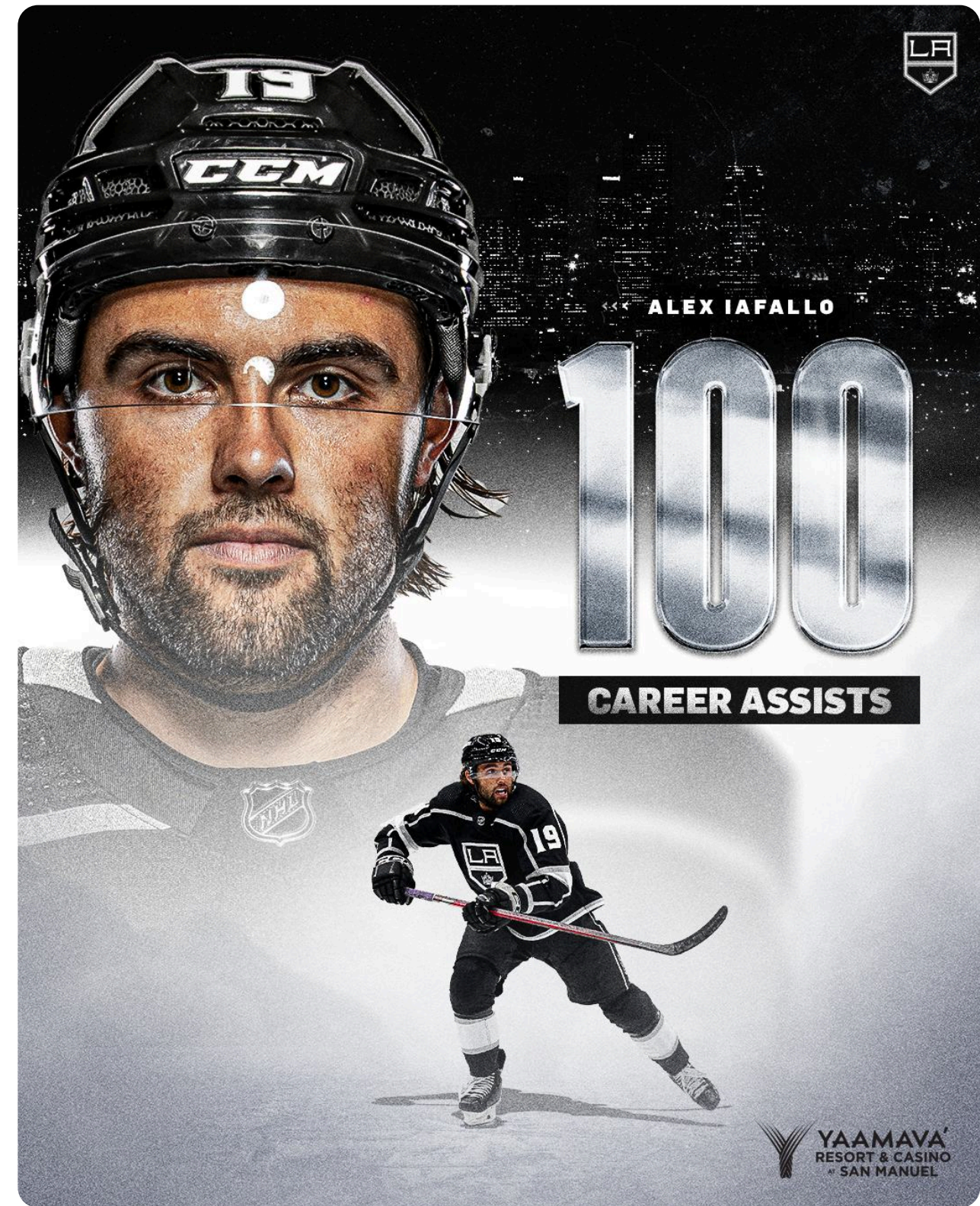
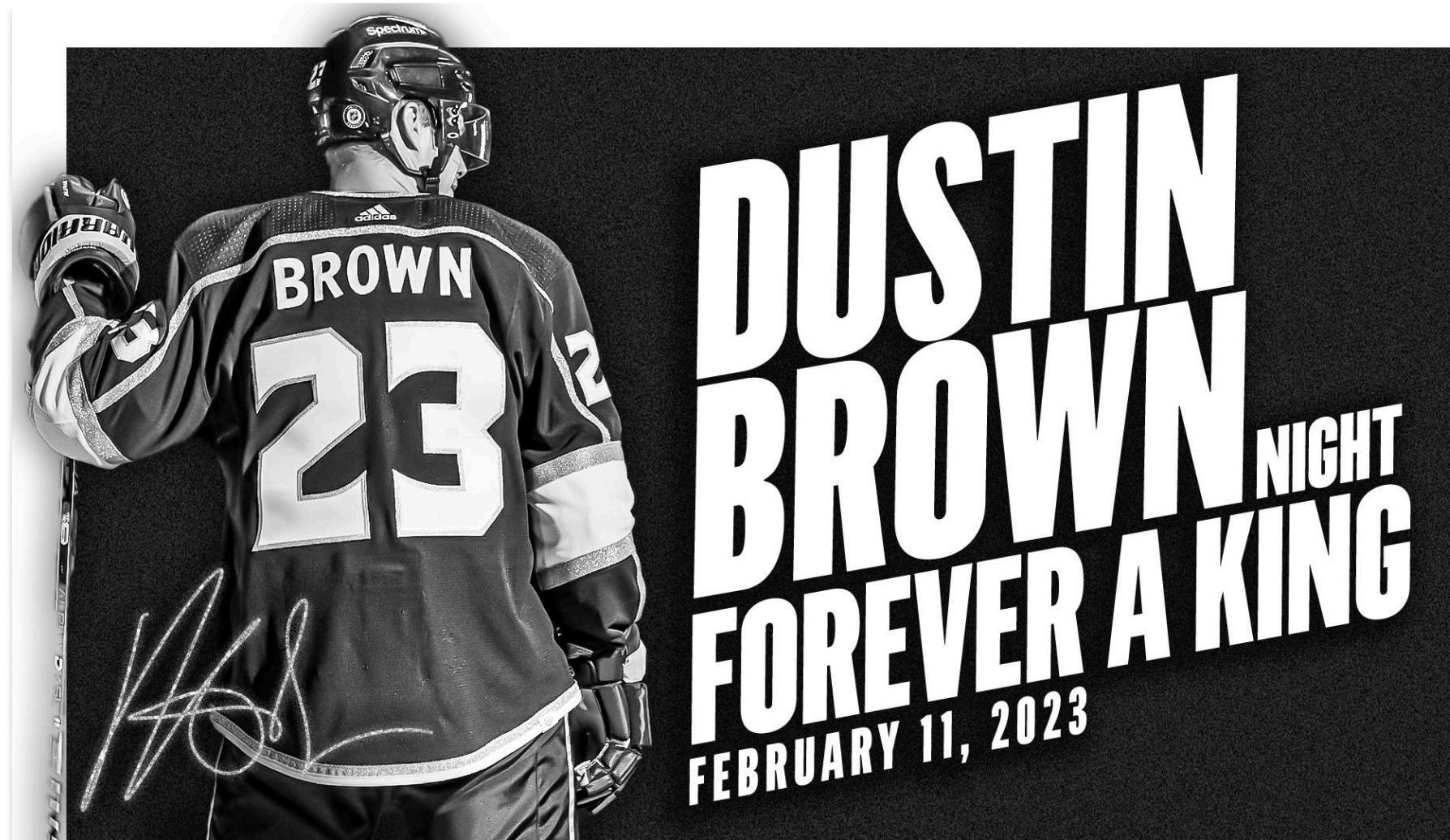
Create dynamic graphic composites for multiple uses throughout the season.

My Role

Art direction, design and layout, photo retouching and comping. Developing breakouts and directing other team members for additional pieces.

Results

These designs attempt to represent the speed, drama, and intensity of live hockey in still frames. Through a mix of illustrations, photo editing, collage, and typography these images added excitement across channels. Some uses where headshot intros, milestone announcements, phone wallpapers, and social ads.



Key Across Seasons

LA Kings

Key Art



A cultural cornerstone in action sports culture, creating its own internationally distributed apparel and hard-good brands, representing the top athletic personalities, and growing their retail footprint across the southwest. Working at Active Ride Shop provided the unique experience of building a lifestyle brand while still driving success for other brands at the retail/ecommerce stage.



Active Ride Shop

Apparel & Hardgoods

Brief

Design and develop an inhouse apparel and hardgoods skate brand that compliments the instore product mix. Evolve and update to maintain relevancy within skate/fashion culture.

My Role

Assist the cut and sew team in graphic mood boarding and research. Concepting, hand illustration of graphics, layout, color variations, and pitching. Final art prep and tech pack approved designs.

Results

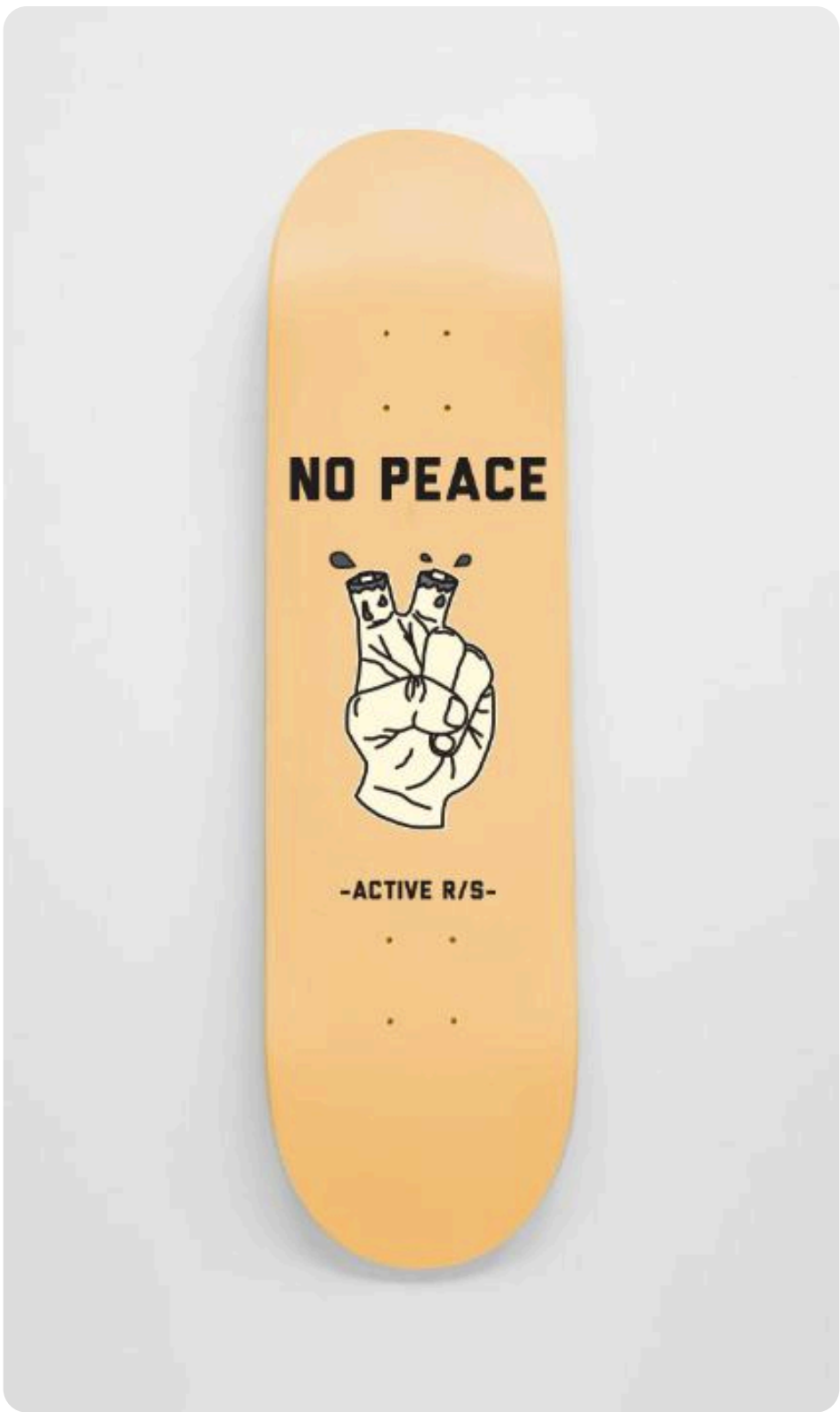
The Active brand became extremely successful, consistently taking top spots in best sellers across categories. Eventually demand and brand strength was so high that Active began to start distributing their line outside of their own stores to retailers in and outside of the US.



Printable Graphics

Active Ride Shop

Apparel & Hardgoods



Skate Deck Graphics

Active Ride Shop

Apparel & Hardgoods



Active Ride Shop **Seasonal Catalogs**

Brief

Redesign the quarterly mail-order catalog to address rising printing costs, which prevent showcasing the full inventory. Current designs feel outdated and bland compared to D2C marketing from carried brands, creating a need for fresh, competitive visuals

My Role

Lead the project each season from start to finish. Concept seasonal theme, print experiments and content pitches, Build and design templates, style guides, photography standards, and editorial sections. Prep and retouch product photography. Pre-press, art delivery, and press checks.

Results

The overhaul saw success on multiple fronts. Showcased product sold through extremely fast, brand support improved, and looks became the go-to style guide of the season. Perhaps the biggest compliment is competitors such as, CCS, Tillys, & Pac Sun all sought to imitate the designs in following seasons.



Example Spreads
Active Ride Shop
Seasonal Catalogs

Our goal was to maximize impact, authenticity, and inspiration. First, we went big, literally. Shrinking the overall page count but increasing the page size to that of a magazine. Less products per page, elevating the imagery and layout in the process. Each season we tried experimenting in print techniques or art styles to truly make each edition feel fresh. Enlisted shop employees and amateur athlete team members for modeling, adding legitimacy to lifestyle imagery. Adding trip blogs and storytelling pages to add context and build aspirational desire. Worked with buyers and merch teams to switch focus to full outfit builds and look book style collections.



Active Ride Shop

ECM Strategy

Brief

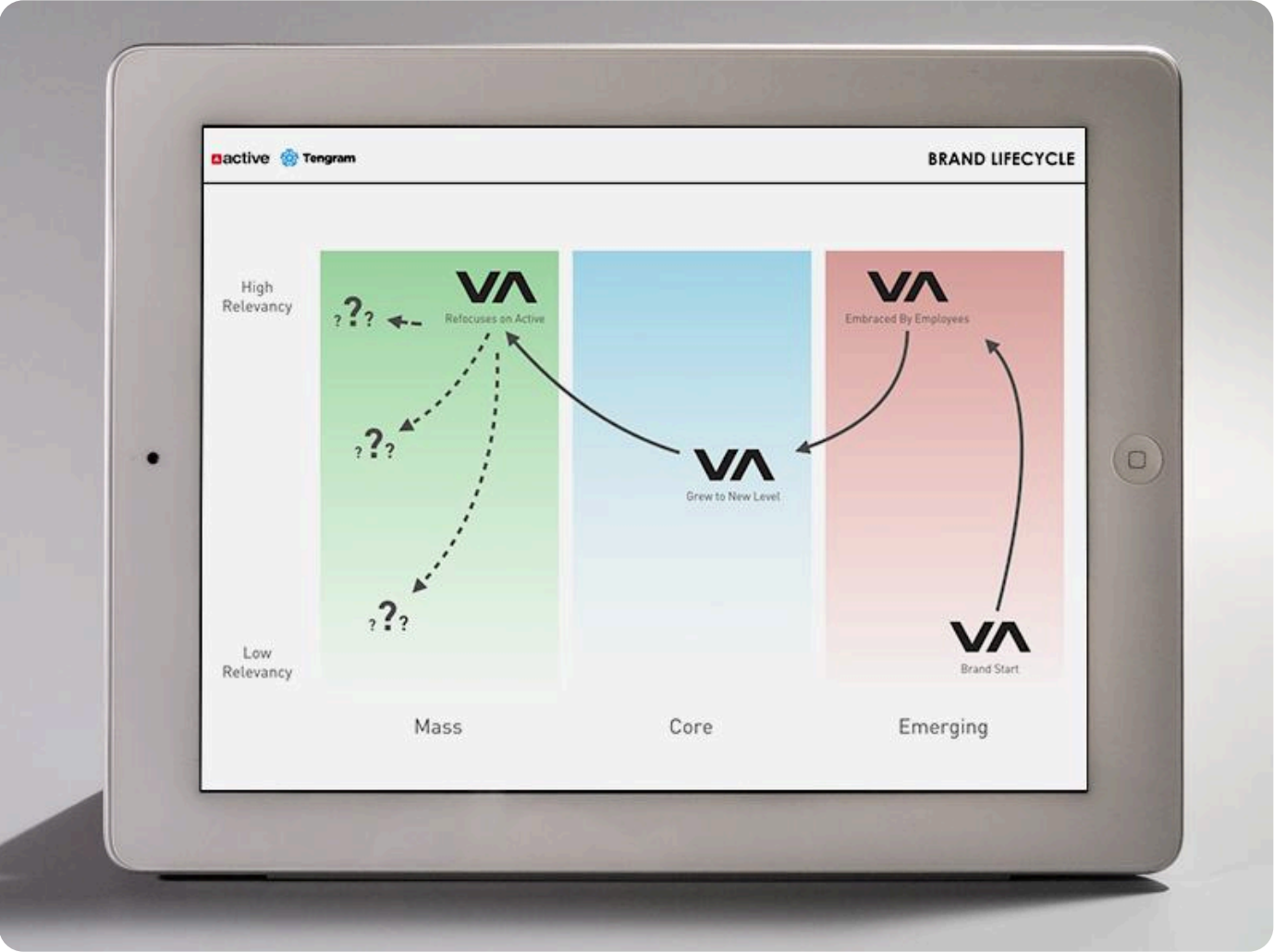
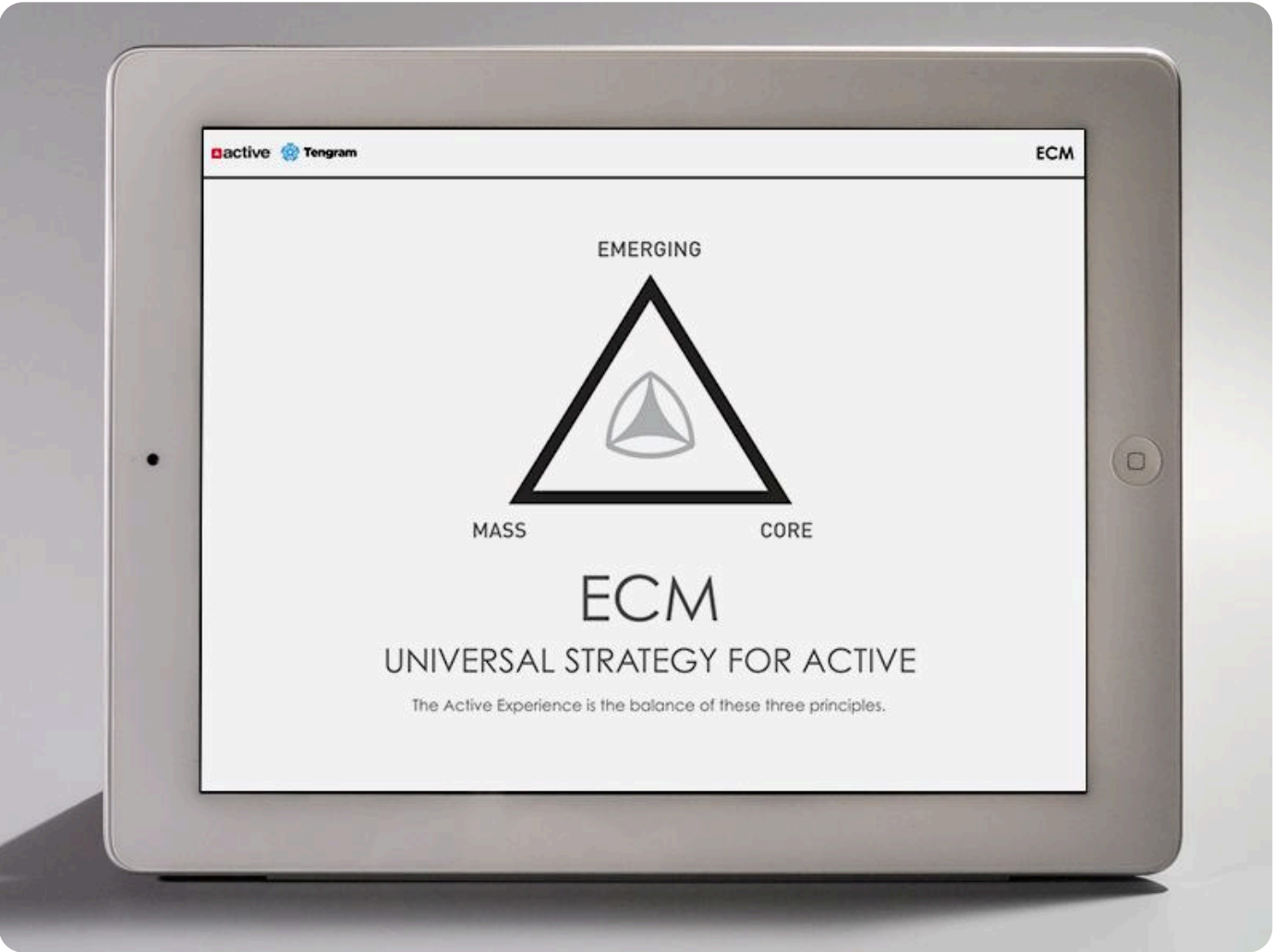
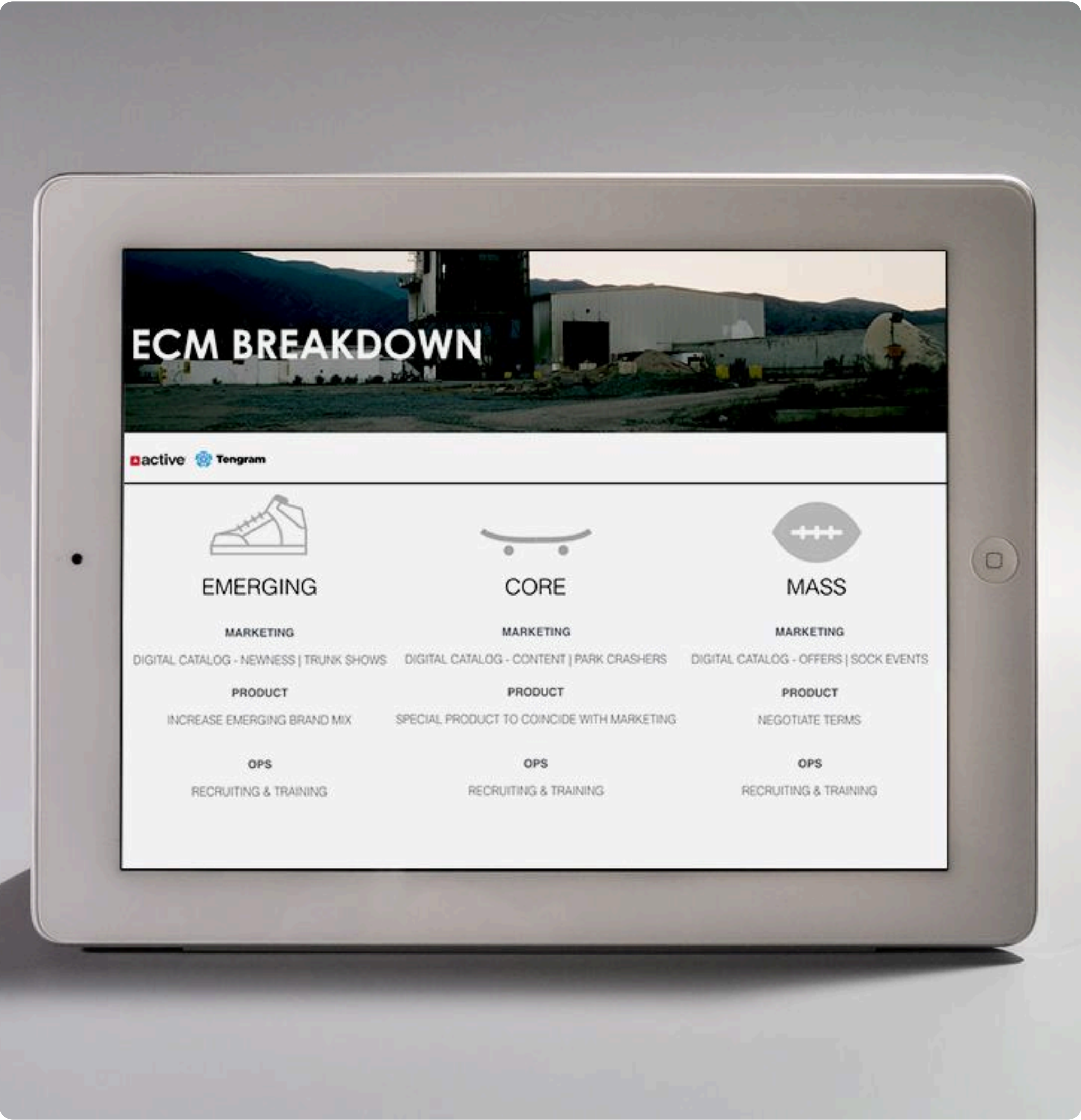
Build an umbrella framework that seeks to match target audiences to product mix, marketing, buying, events, and brand development.

My Role

Facilitate and run information sessions to gather research from all teams, including one on ones with the CEO and ownership groups. I would then run a workshop with the marketing director and purchasing director to tease out core concepts. finally taking all that information and creating unified vision. develop and present a visual guide illustration the new strategy to the rest of the company.

Results

ECM became the ruling guide stone for the company. It provided planning and justification for emerging trends while remaining supportive for foundational revenue. Above everything else the strategy unified communication, goals, and key vocabulary across all departments.



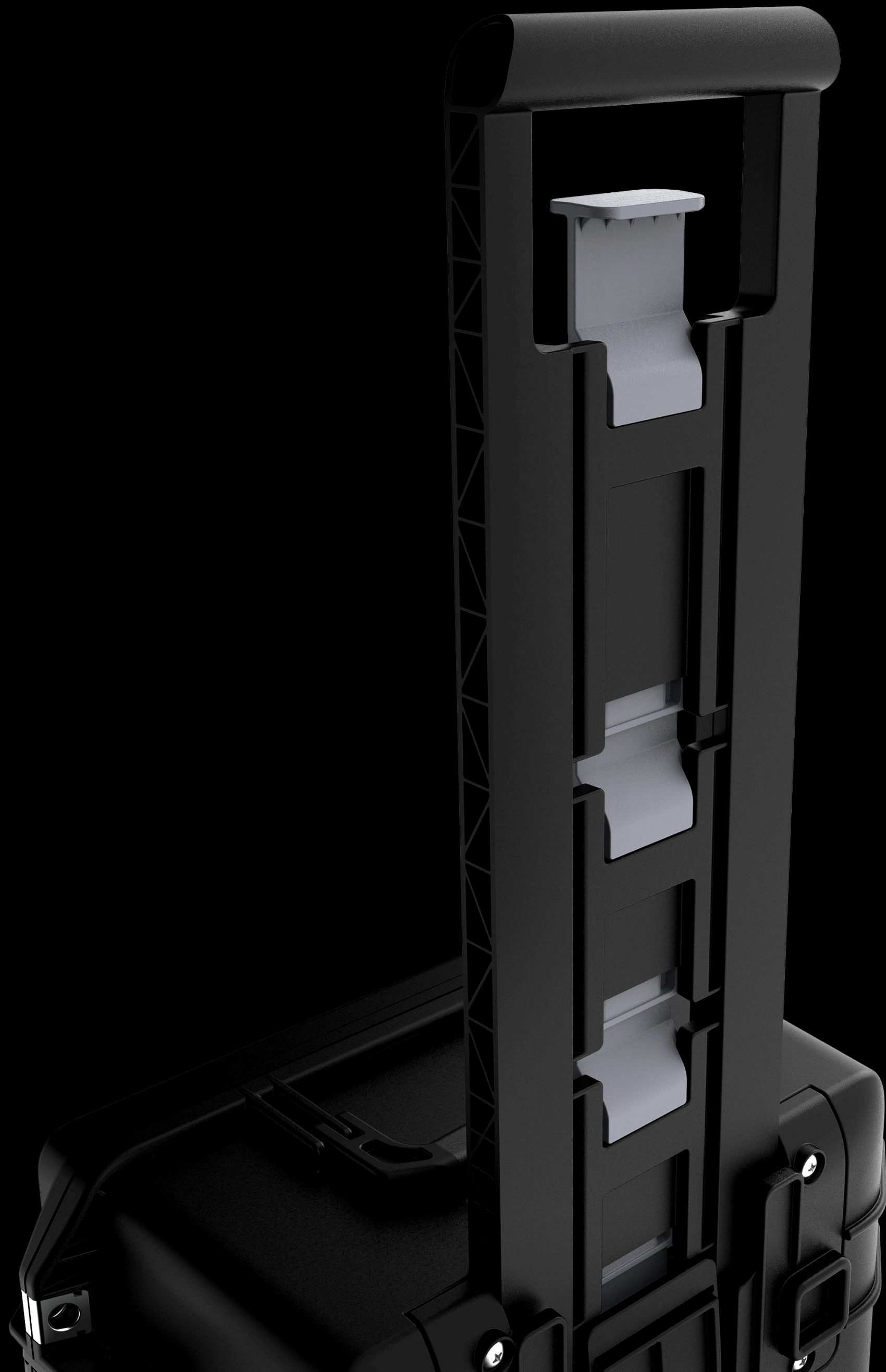
Presentation Visuals

Active Ride Shop

ECM Strategy



Pelican has the reputation on delivering uncompromising protection in a huge variety of extreme markets. As part of the creative team working on B2B and D2C solutions, I introduced 3d photography and renders into our workflow to gain increased flexibility and speed to market.



Pelican Products

EZ Pull Air Handle

Brief

Build a launch toolkit for the new EZ Pull Air Handle accessory.

My Role

3d renders, layout, and toolkit creation.

Results

With using 3d renders we able to complete this entire launch prior to recieving samples. Also the renders allowed angles and views showing features or installation the would have been difficult to achieve via analog methods.



Renders

Pelican Products

EZ Pull Air Handle



PELICAN[™] AIR

EZ-Pull[™] Multi-Stage Air Handle

**Take Your Air Case
to the Next Level**

EXPLORE EZ-PULL[™]

EXPLORE EZ-PULL™

The Pelican EZ-Pull™ Multi-Stage Air Handle. Designed for smooth, single-hand operation and adjustable height settings for optimal control.



Adjustable height settings for ergonomic handling.



Roll your case with ease, keeping
one hand free for other gear.

Pelican EZ-Pull™ Multi-Stage Air Handle

Take Your Air Case to the Next Level. Designed for smooth, single-hand operation and adjustable height settings for optimal control. Easily replace your existing Pelican Air trolley handle with simple tools and minimal effort. Whether you're navigating rough terrain or busy airports, this ergonomic handle is built for the mission ahead.

A close-up view of the black plastic handle assembly. It features a large, curved top grip and a central vertical column with a grey rectangular button or lever in the middle, designed for single-hand operation.

Single-Hand Operation

Roll your case with ease, keeping one hand free for other gear.

A black Pelican Air Case with the EZ-Pull handle installed. The handle is extended upwards, showing its multi-stage telescopic design. The case has a rugged, industrial look with multiple straps and buckles.

Multi-Stage Extension

Adjustable height settings for ergonomic handling.

A diagram showing the installation process. On the left is a black Pelican Air Case. To its right are the components of the EZ-Pull handle: a main vertical support, a shorter extension piece, and several small grey pins or screws. Arrows indicate the sequence of assembly, showing how the pieces are joined together.

Easy Installation

Securely installs to your existing Pelican Air case in minutes.

A close-up view of the handle's telescopic sections. It shows the internal structure and the way the different stages of the handle are connected, highlighting the robust construction.

Durable, Professional-Grade Construction

Engineered to withstand the roughest conditions.

Available for select Air Cases:

1535, 1535TRVL, 1595, 1595TRVL, 1615, 1615TRVL, 1556, 1606, 1607, 1626, 1637, 1646

TABLE

The Pelican logo, which consists of a stylized bird or wing shape in orange and yellow, with the word "PELICAN" in bold black letters below it.

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Roll your case with ease, keeping one hand free for other gear.



Securely installs to your existing Pelican Air case in minutes.

1535, 1535TRVL, 1595, 1595TRVL, 1615, 1615TRVL, 1556, 1606, 1607, 1626, 1637, 1646

Adjustable height settings for ergonomic handling.



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Durable, Professional-Grade Construction. Engineered to withstand the roughest conditions.

Take Your Air Case to the Next Level

Pelican EZ-Pull™ Multi-Stage Air Handle

Durable, Professional-Grade Construction. Engineered to withstand the roughest conditions.

Easy installation, securely installs to your existing Pelican Air case in minutes. Available for select Air Cases

Durable, Professional-Grade Construction. Engineered to withstand the roughest conditions.

**Take Your Air Case
to the Next Level**



Take Your Air Case to the Next Level



Durable, Professional-Grade Construction. Engineered to withstand the roughest conditions.

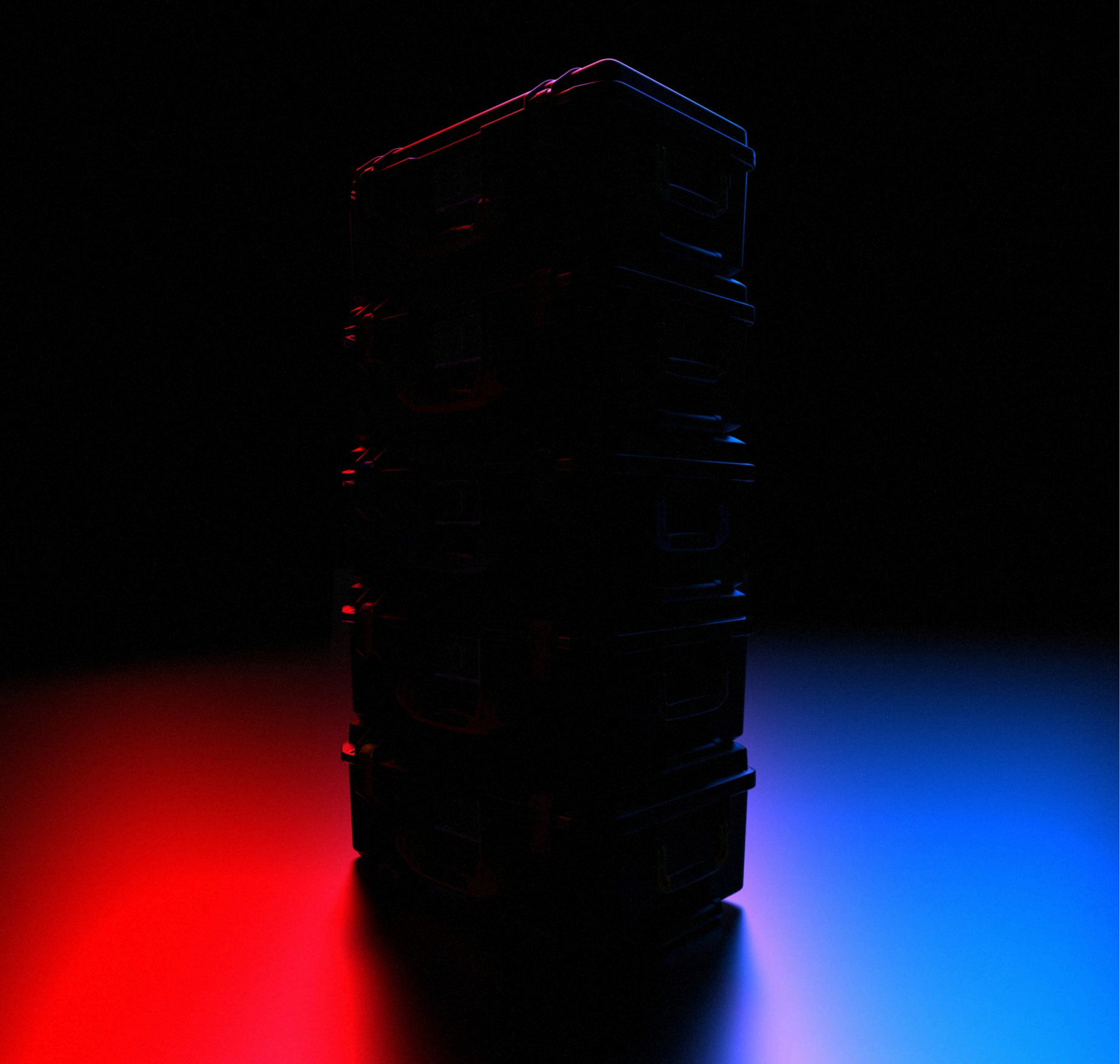


**Easy installation, securely
installs to your existing Pelican
Air case in minutes. Available
for select Air Cases**

Pelican EZ-Pull™ Multi-Stage Air Handle



EZ Pull Air Handle



Pelican Products

Custom Case Latches

Brief

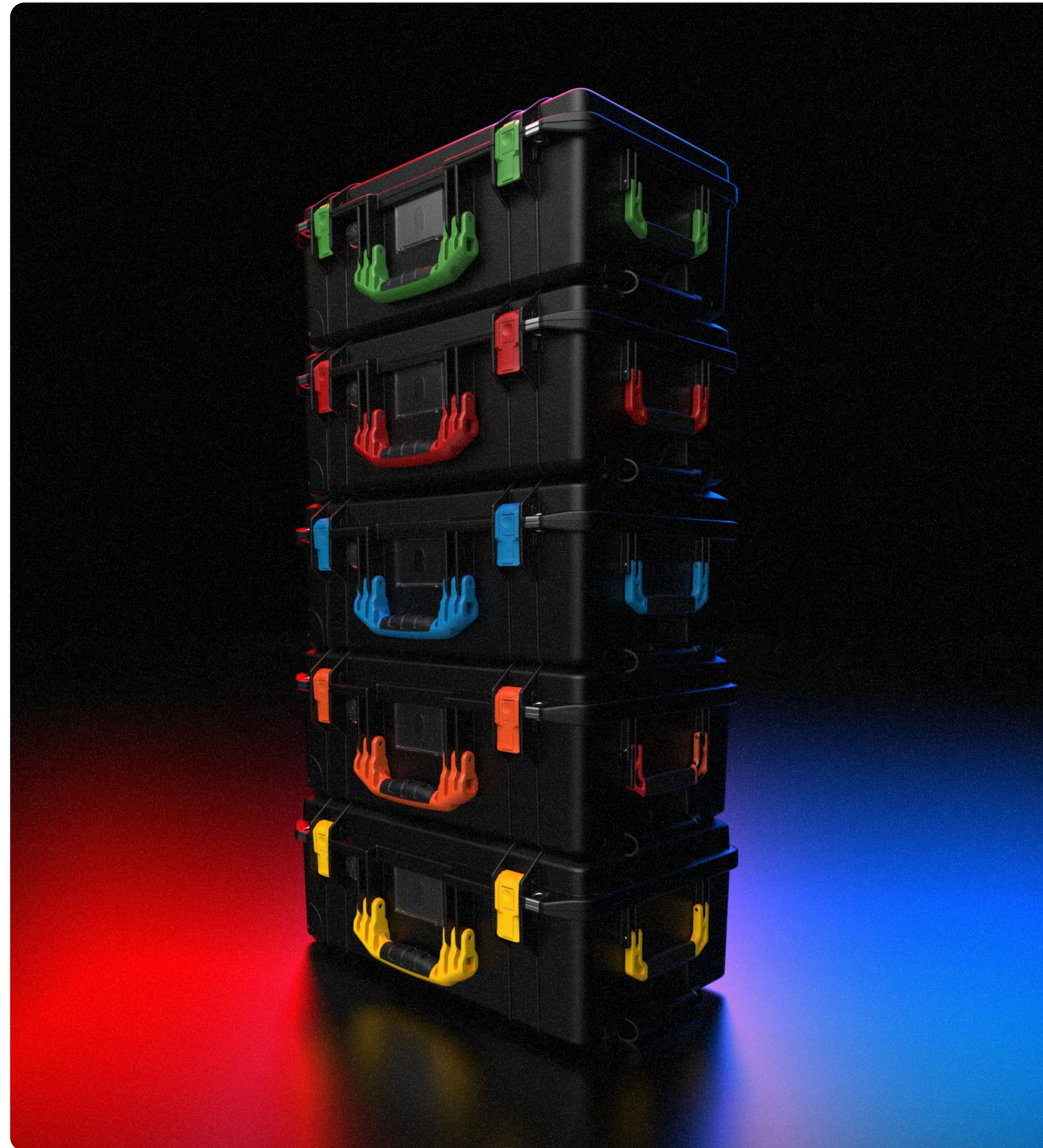
Create a set of PDP and elevated imagery for the launch of a new custom latch case program on our D2C website

My Role

Art direction, lighting and composition for the campaign.

Results

This was the first time customers could get colored latches of their choice for their cases straight from Pelican., Imagery focuses on the color pop with a blend of gels, colored backgrounds, and lights.



Elevated Imagery

Pelican Products

Custom Case Latch



Pelican Products

Mash Up

Brief

Build a launch toolkit for the limited edition Mash Up line.

My Role

Art direction, 3d renders, layout, and toolkit creation.

Results

Case design was inspired by the lush forest of the Pacific Northwest. So we capitalized on creating imagery set in that scenery. The case recived a lot of excitment and quickly sold out post launch.



Campaign Sample

Pelican Products

Mash Up



Thank you

Supplemental work available upon request

design@andrewrmassey.com