



ANTHONY HARRISON

ART & DESIGN DIRECTOR

Anthony Harrison is a native North Londoner who moved to New York at 12 years old. He was switched on by art and design at a young age, relishing weekly trips to the supermarket with his mum where the packaging, color, and textures began to influence him before he even knew what design was. A huge soccer fan with dreams of one day playing professionally, Anthony was also drawn to the many kits, stadia and TV broadcasts in England and within the European game. This was where sport and branding uniquely came together in the early 80's. *"I remember drawing the Nottingham Forrest and Umbro logos over and over".*

Anthony's first working roles were as an intern at Jive Records and The Source Magazine in NYC. These were jobs he landed the old fashioned way in a pre-Linked-In world by copying down the names and phone numbers of every record label with offices in NYC and cold-calling them all until he got a bite. Six months later, that same list would produce his first paid role as a Junior Designer at Arista Records. Calling Arista his *"first real learning ground"* Anthony rose to Art Director at age 24 producing projects for Whitney Houston, Patti Smith, Goodie Mob, Graham Parker, The Notorious BIG, Monty Python and others. This role gave Anthony the chance to work with industry legend Clive Davis who Anthony says taught him the importance of *"form following function"*.

During his time as an Art Director at Arista, Anthony was writing and performing as a hobby. In 1995 he was signed to a major label recording contract at MCA under the name 'Tony Bones'. After making several guest radio appearances on THE STRETCH ARMSTRONG & BOBBITO SHOW with his collaborator 'Mr. Live,' Anthony gained a reputation as something of wordsmith in the NYC underground hip hop scene. Some of his contemporaries were Mos Def, Craig G, Eminem and Dead Prez. With both careers vying for his time, he would be forced to choose a long term path. Anthony ultimately chose to stay the course in design *"because honestly it was my first love"*. Anthony moved into graphic design for apparel in 1998. Alyasha Owerka Moore, a friend and mentor whom he met through his A&R at MCA had just launched a forward-thinking action sports brand named Alphanumeric. Knowing Anthony's background he asked Mr. Harrison to serve as Art Director for their sister-brand Mecca USA. He accepted and thus began his adventures in apparel.

Transitioning from designing for print to clothing was a big challenge but one Anthony relished. *"Fashion and music have always gone hand-in-hand so here was an opportunity to design everything from the garments themselves, to advertising, brand and promotional materials. Also, I never wanted to have just one style or approach. This is why the role of art director felt like such a perfect fit. You are constantly watching, listening and learning, then translating that into*



something visually tangible. It's magic". Mr. Harrison's next role was as Senior Art Director at PRPS / Akademiks. This brand he says "fit the way I worked and the design and production standards were very high. Every designer was responsible for their technical specs so you saw the process through from sketch to final".

Anthony went independent in 2005 under the name THE HOME OFFICE and worked with various clients including Nike, Universal and Game Theory Films. This allowed him to pursue the type of work he finds most rewarding and built his reputation as one of the top independent creative talents in the business. This work included art direction, branding, illustration, and copy writing. *"after watching Joseph Campbell and the Power Of Myth in 2004 or so I decided to do as he's suggested and 'follow my bliss'. I truly love design, film, music and sports and there's a sweet spot where these elements meet. That's where I wanted to live".*

In 2011, after 4 years as a consultant and freelance art director, Anthony joined Nike full time as Design Director of North America Product Creation. Here he set the design direction and lead a team of 10 in apparel, footwear, graphic design and equipment. He worked closely with all of Nike's global sport categories to create capsule collections specifically for North America.

After 14 months Mr. Harrison was promoted to Design Director of NFL/NCAA Football. This was a team of 15 product designers, art directors and graphic designers. The design leaders were given the task by Mark Parker himself to reset the sideline of the NFL and NCAA football. Using the Seattle Seahawks (NFL) and Ohio State (NCAA) as the templates Anthony built a design ethos around modernizing the look of football while staying true to the history and traditions of the sport. The task was to get out and talk to football athletes at all levels in order to create a product offering specifically for football performance, training and sportswear. Anthony's team also designed and scripted both teams for the 2014 Super Bowl XLVIII held in NY/NJ.

In December of 2014 Anthony was appointed Senior Design Director of Jordan Brand apparel. He was tasked with growing the apparel business and raising the bar for design as he had done in his prior two roles. While at Jordan he worked with a team of 10 to produce on-court, training and lifestyle apparel. This was the perfect job for Anthony given his experience. He brought the design language back to it's core audience while pushing the aesthetic forward for Spring 2016.

In whatever spare time Anthony had he kept himself busy by connecting with his creative network and starting independent projects. Books, zines, posters, album art and film titles for starters.

In November of 2014 after three years in-house at Nike, Anthony and his wife decided to return to New York City for their next chapter. *"Everything I have learned over my time in design has prepared me for the future. I have been fortunate enough to work on some high-pressure, high-profile projects that have enabled me to create a body of work that clearly shows how I can add value to environments and to culture at large. Mentoring young creatives is a passion and something I see as a duty given my many mentors throughout my career. There is always more to learn and teach.*

I'd like to think that my best work is yet to come so, my aim is to work with the very best in design. For me it always comes back to strong ideas and a clear relationship between form and function. Design is about problem solving and the joy is in the search for solutions".



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EXPERIENCE:

- 01/15 - Present** **ANTHONY HARRISON / Art & Design Director / New York, NY**
Art direction, design and strategy. Services include Consultancy, Concept Development, Branding & Identity, Design Systems, Advertising, Illustration, Copy Writing, and Packaging.
- 01/14 - 11/14** **NIKE / Senior Design Director Brand Jordan / Portland, OR**
Set the design direction and drove the process for the premium basketball brand. Lead a design team of 11 product designers, art directors and graphic designers in the creation of on-court, training and sportswear lines. Served the NBA/NCAA, National Olympic teams and the global basketball athlete.
- 01/13 - 01/14** **NIKE / Senior Design Director NFL + NCAA / Portland, OR**
Set the design direction and drove the process for the NFL/NCAA Football category. Lead a team of 15 product designers, art directors and graphic designers. Created NFL/NCAA performance and training product specifically for the football athlete at high school, college and professional levels. Design direction and collaboration with NFL for Super Bowl XLVIII.
- 06/11 - 01/13** **NIKE / Design Director North America Product Creation / Portland, OR**
Set the design direction and drove the process for apparel, footwear, graphic design, color and equipment. Lead a team of 10 to create seasonal product specifically for North America. Worked closely with Nike's seven (7) global sport categories. Recruited and managed a freelance team of 6 international art directors, designers and illustrators. Oversaw collaborations with Pendleton Woolen Mills, Indian Professional Cricket, and Nike's Innovation lab, The Kitchen. Traveled to manufacturing facilities in Thailand and Vietnam for product development.
- 01/07 - 06/11** **THE HOME OFFICE, LLC / Freelance Art Direction, Design & Illustration / New York, NY**
Art direction, branding, graphic design and illustration. Clients included Nike, FOX Studios, Universal, WESC, Puma, Calvin Klein, The Discovery Channel Translation Marketing & Advertising and Game Theory Films.
- 07/06 - 09/08** **CORNER\$TORE HERO & LOCAL STRANGLER / Co Founder and Creative Director / New York, NY**
Launched men's brands with New York City retailer. CORNER\$TORE HERO (16-25) and LOCAL STRANGLER (25-35). Built both brands from branding, product, original concept to final execution. Created 360° brand identities and content from packaging to online presence. Traveled to London, Amsterdam and Paris for design research. Traveled to Hong Kong and mainland China for product development.
- 01/04 - 03/06** **PRPS (Purpose) + AKADEMIKS / Design Manager / New York, NY**
Set the design direction and lead a team of eight (8) for Premium Denim brand manufactured in Japan and sold exclusively at Liberty and Harvey Nichols in London and Bergdorf Goodmans and Beams in NYC and Tokyo respectively. Produced all photo shoots. Assembled teams of photographers, stylists and production staff. Art direction and design of brand marketing, advertising, look books and packaging. Traveled to Tokyo biannually for design research and product development.
- 03/01 - 01/04** **AKADEMIKS / Senior Art Director / New York, NY**
Art direction and design for seasonal deliveries of product and packaging for denim based street wear brand. Developed and executed advertising campaigns, marketing materials and look books. Produced all photo shoots. Assembled teams of photographers, stylists and production staff. Recruited and managed freelance art directors, graphic designers and illustrators. Traveled to Hong Kong and mainland China for product development.
- 08/98 - 12/01** **ALPHANUMERIC & MECCA USA / Senior Art Director / New York, NY**
Art direction, design, illustration and copy writing for forward-thinking action sports and street wear brands. Managed graphic design team of four (4). Recruited and managed team of freelance graphic designers and illustrators. Produced all photo shoots. Assembled and managed teams of photographers, stylists and production staff. Developed and produced seasonal advertising campaigns and look books.
- 02/95 - 07/98** **ARISTA RECORDS / Art Director / New York, NY**
Developed branding and created album artwork, packaging, advertising and TV Spots for Arista Records and all subsidiary labels. Drove the process of the project with artists and management. Produced all photo shoots for packaging, marketing and advertising images. Assembled and managed teams of photographers, stylists and production staff. Projects include Monty Python, Whitney Houston, Patti Smith, Fishbone, Goodie MoB, and The Notorious B.I.G.
- 09/93 - 02/95** **ARISTA RECORDS / Junior Graphic Designer / New York, NY**
Assisted art directors from photo shoot to final design. Developed single artwork and packaging for CDs, cassettes, and vinyl. Created logos and branding for artists and bands. Illustration for advertising and promotional materials.

MEMBERSHIPS: **AIGA - NY / ART DIRECTORS CLUB - NYC / MUSEUM OF MODERN ART - New York**

EDUCATION: **New York Institute Of Technology / NYC Campus / Fine Art / BFA Program**

REFERENCES: **Furnished upon request**