

NATE GRAHAM

Designer · Creative Director

nateglu.art portfolio

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EXPERIENCE

GLU. ATHLETICS *Founder, Designer and Creative Director*

2024 – Present

- Design all GLU. clothing and accessories, developing collections from initial concepts through graphics, silhouettes, materials, color, detailing, and final product direction.
- Build the visual world around each collection through typography, styling, imagery, storytelling, and campaign concepts.
- Direct and shoot editorial campaigns, working across concept development, locations, casting, styling, photography, and final image selection.
- Designed and built glu-athletics.com and continue to direct the brand's digital and e-commerce experience.
- Find and work with photographers, stylists, models, and designers who fit the direction of each project.
- Organic product placement with artists, athletes, and celebrity stylists, including Puka Nacua, Derrick White, and SoSoCamo.

MASTO *Creative Director and Writer*

2025 – Present

- Lead creative direction across Masto's visual identity, content, and releases, working across music, fashion, imagery, and media.
- Direct and shoot creative ranging from music videos and photography to short-form content and release campaigns, with 300K+ organic views.
- Work with photographers, videographers, designers, and stylists to build the visual direction around each release.
- Contribute to the music as a songwriter, with credited work including "Habits."

PUBLIC RECORDS *Web Designer and Creative*

2025 – Present

- Designed and built publicrecordsmusic.com, translating the label's identity into its digital experience through typography, imagery, and layout.
- Work across digital creative surrounding artist releases, content, and campaigns.

FREELANCE *Designer*

2023 – Present

- Apparel design, graphics, brand identity, and web design for independent brands, artists, and creatives.
- Clients include Truecui, Julius Randle's media company, and Per Usual, a local clothing brand.
- Take projects from early references and ideas through visual direction and finished creative, adapting the work to the identity of each client.

SKILLS

DESIGN Apparel Design · Graphic Design · Brand Identity · Typography · Web Design · Tech Packs

DIRECTION Creative Direction · Art Direction · Campaign Development · Styling Direction · Photography · Video · Editorial

TOOLS Procreate · Photoshop · Lightroom · Shopify

EDUCATION

B.S. Business Administration, Marketing · Minnesota State University Moorhead · expected December 2026

ALSO

BAGP × lululemon, model · Podcast guest on brand, fashion, and creative work