

LEO MORN

GRAPHIC DESIGNER | BRAND & VISUAL DESIGN

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OPEN TO REMOTE + RELOCATION

PROFILE

Graphic designer with experience across brand identity, digital and print design, and fashion retail. Combines a strong visual design foundation with experience inside a global fashion brand, bringing an understanding of brand standards, product presentation, customer experience, and cross-functional execution.

DESIGN EXPERIENCE

ADVANCED ATTORNEY SERVICES, INC.

Freelance Brand Designer | 2026

- Developed a complete visual identity system, including logo suite, color palette, typography, and supporting brand elements.
- Created comprehensive brand guidelines to establish consistent visual standards across digital and physical applications.
- Designed branded collateral across stationery, apparel, merchandise, vehicle graphics, and customer-facing touchpoints.
- Develgped website wireframes and visual direction across core service pages, translating the new identity into a cohesive digital experience.
- Created presentation-ready applications and mockups demonstrating the identity across real-world use cases.

GREEN FLASH BREWERY

Graphic Design Intern | Sept 2019 – Nov 2019 | San Diego, CA

- Designed graphics, layouts, and marketing materials for brand and promotional initiatives.
- Created digital assets and product-focused visual materials while maintaining established brand standards.
- Supported creative development across illustration, marketing, and visual campaign needs.

BRAND + RETAIL EXPERIENCE

ARITZIA

Inventory Manager	2023 – Present
Senior Inventory Associate	2022 – 2023
Inventory Associate	2021 – 2022
Boutique Associate	2021

San Diego, CA

- Progressed through four roles into inventory leadership within a high-volume global fashion retailer.
- Partner with store leadership and cross-functional teams to execute business priorities while maintaining brand and merchandising standards.
- Support product presentation, merchandising execution, and operational readiness across the client experience.
- Lead inventory operations, omni-channel fulfillment, product flow, and backroom strategy.
- Coach team members on execution standards, workflow efficiency, and operational processes.
- Use performance metrics and business needs to prioritize workload, staffing, and daily execution.

H&M

Sales Advisor | Oct 2018 – Oct 2021 | San Diego, CA

- Supported visual merchandising, product presentation, replenishment, and customer experience within a high-volume fashion retail environment.
- Maintained brand and merchandising standards across daily store execution.

EDUCATION

San Diego State University

BA, Graphic Design

San Diego City College

AA, Graphic Design

DESIGN SKILLS

Brand Identity

Visual Design

Typography

Layout

Brand Guidelines

Digital Design

Print Design

Web Design

Creative Concepting

Visual Merchandising

Brand Standards

Cross-Functional Collaboration

TOOLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma