

Russell Morgan

Digital Art Director | Bridging the Gap Between Product Experience & Brand Marketing

russell@goodsandcargo.com / russellmorgan.co / 416-648-7998 / Toronto

Art Director with 15+ years translating single creative concepts into full suites of high-impact digital assets for major Canadian brands, including Rogers, Indigo, Canada Goose, and Shopify. Proven ability to lead visual strategy, establish aesthetic direction, and clearly articulate the creative rationale behind digital product experiences. Deep expertise across e-commerce, mobile, and web platforms, with a distinctive edge in multisensory design thinking, including audio and sound UX, that elevates interfaces into differentiated, memorable brand experiences. Agency and contractor background means fast integration into cross-functional teams, adaptability across varied project scopes, and a consistently collaborative, ego-free approach that keeps work moving and teams aligned.

Core Competencies

Creative & Art Direction / Visual Strategy & Look-and-Feel / Digital Branding & Identity Systems / Iconography & Asset Curation / User Experience (UX) Frameworks / E-commerce Optimization / Mobile & Responsive Design / Multi-Sensory Design (Visual + Audio UX) / Cross-Functional Team Collaboration / Stakeholder Communication & Presentation

Professional Experience

Fide Creative

Art Director – Digital & UI | 2026–present

Led the overarching visual creative direction and aesthetic tone for a data-intensive web application, transforming product concepts into high-impact visual assets.

- Defined the visual look-and-feel and creative direction for intricate datasets, ensuring an intuitive, premium aesthetic across web and large touchscreen interfaces.
- Curated and established the visual asset library, including custom iconography systems and imagery selection, to ensure strict brand alignment across the digital interface.
- Collaborated closely with UI designers and developers to ensure the visual design system and creative intent were executed with precise technical implementation.

Rogers Communications

Senior Product Designer (UX/Brand) | 2023–2024

Led end-to-end UX design for mobile and web products serving millions of Canadian users, translating complex telecommunications services into intuitive, user-friendly experiences. Championed user-centered design methodologies and established scalable design systems.

- Designed user-centered digital experiences across mobile and web platforms, conducting user research, creating wireframes, prototypes, and high-fidelity designs that improved usability and customer satisfaction.
- Collaborated closely with product managers, developers, and stakeholders to deliver data-driven UX solutions aligned with business goals and user needs.
- Established and maintained comprehensive design systems following Rogers brand standards, ensuring consistency across products and improving design-to-development handoff efficiency.
- Integrated sound design elements into product experiences, pioneering multi-sensory UX approach to enhance accessibility and user engagement.
- Navigated complex organizational processes and cross-functional workflows, demonstrating adaptability and professionalism in enterprise environment.

MAC Cosmetics

Lead Digital Designer | Q3 2023

Contractor role demonstrating ability to quickly integrate into new teams and processes. Applied UX principles to high-volume production environment, learning to balance user needs with business constraints and tight timelines.

- Designed digital assets for website and email campaigns with emphasis on user-friendly layouts, clear content hierarchy, and conversion-focused design.
- Optimized digital production workflows to improve turnaround time while maintaining design quality and user experience standards.
- Created in-store signage applying wayfinding and information design principles – translating digital UX thinking to physical environments.

Goods & Cargo (Independent Studio)

Founder & Creative Director | 2016–Present

Operate a boutique digital design studio specializing in e-commerce optimization, conversion design, and brand experiences for a diverse range of clients.

- Increased email sales by 70% for e-commerce clients through UX-focused redesigns, user journey mapping, and conversion optimization strategies.
- Designed intuitive product experiences across web and mobile layouts, streamlining digital production workflows by introducing shared Figma design systems.
- Produced original music and sound design for brand campaigns, establishing a unique, multi-sensory approach to digital brand engagement.

Canada Goose

Senior Designer, Email & Digital Ads | 2017–2019

Applied user-centered design thinking to high-volume email marketing and digital advertising channels to build cohesive, premium brand experiences.

- Led the visual layout and response optimization of digital ad and email campaigns, prioritizing a mobile-first user experience and accessibility.
- Collaborated with cross-functional marketing and creative teams to maintain visual standard consistency across critical customer touchpoints.

Shopify

Digital Designer / Web Designer | Q1 2016

- Led the UX/UI design and website development for an integrated experiential art exhibition pop-up, aligning physical and digital user journeys through the Shopify e-commerce platform ecosystem.

Education & Technical Skills

- Diploma, Digital Media Arts & Technical Production | Seneca College
- Creative & UX Tools: Figma, Framer, Adobe Creative Cloud, Adobe XD, Sketch, InVision, Miro, FigJam
- Development Literacy: HTML/CSS, JavaScript, Shopify, WordPress, Squarespace, Responsive Design
- Audio/Sound UX: Logic Pro, Sound Design, Sonic Branding, Audio Post-Production