ANDREW A. FOSTER

SENIOR APPAREL GRAPHIC DESIGNER | ILLUSTRATOR | PRODUCT DESIGNER
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PROFESSIONAL SUMMARY

Senior Apparel Graphic Designer and Illustrator with 16+ years of experience creating original artwork, apparel graphics, typography, logos, prints, and licensed merchandise across sports, outdoor, lifestyle, and entertainment markets. Extensive experience taking creative from concept through production-ready execution, with a deep understanding of apparel production, screen printing, color separations, decoration techniques, and manufacturing requirements. Career experience includes professional sports licensing across the NFL, MLB, NBA, NHL, PGA TOUR, Minor League Baseball, and international professional baseball. Expert in Adobe Illustrator and Photoshop, with a traditional illustration background and modern workflows incorporating Procreate and generative AI.

EXPERIENCE

DRAFTKINGS | Senior Designer - Customer Experience

Austin, TX / Remote | November 2021-Present

- Lead designer across **DraftKings Shop**, creating apparel, headwear, merchandise, accessories, and branded products from initial concept through production.
- Develop original **apparel graphics, illustrations, typography, logos, patterns, prints, and colorways** across tees, hats, outerwear, performance apparel, and other product categories.
- Build cohesive product concepts balancing brand identity, consumer preferences, professional sports licensing requirements, production realities, and commercial opportunity.
- Collaborate across Product, Marketing, Licensing, Events, Hospitality, Production, and external partners to develop and execute consumer-facing creative.
- Create production-ready artwork for apparel and merchandise applications, drawing on extensive experience with **screen printing, embroidery, patches, print placement, color separation, and garment decoration**.
- Integrate **Adobe Illustrator, Photoshop, Procreate, and generative AI tools** into concept development, illustration, visualization, presentation, and rapid creative iteration.

THE CHIVE MEDIA GROUP | Senior Graphic Designer

Austin, TX | 2021

- Created original apparel graphics, illustrations, typography, logos, and licensed merchandise across sports, entertainment, and lifestyle properties.
- Developed creative for partnerships including **John Daly, Bill Murray, Broken Lizard, and Kevin Smith**, adapting distinct brand identities into commercially relevant merchandise.
- Designed across apparel, digital, promotional, signage, and marketing applications while managing multiple projects and production deadlines.
- Collaborated with design and licensing leadership while providing creative guidance and mentorship to junior designers.

'47 BRAND | Senior Graphic Designer

Westwood, MA | 2016-2021

- Designed and illustrated licensed apparel across the **NFL, MLB, NBA, NHL**, and other professional sports properties, with a focus on hot-market, special-makeup, regional, and seasonal programs.
- Developed original apparel graphics, typography, illustrations, colorways, and visual concepts for seasonal collections while working within league, team, retailer, and brand requirements.
- Researched consumer and visual trends and developed creative direction for Spring and Fall collections, translating trends and market opportunities into commercially relevant product.
- Collaborated with Product Line Management, design leadership, production, and major retailers including **Dick's Sporting Goods and Academy Sports + Outdoors** to balance creative direction with production feasibility, timing, and commercial goals.

OLD TIME SPORTS | Lead Graphic Designer / Production Artist

Salisbury, MA | 2010-2016

Designed licensed sports apparel and production-ready artwork, building hands-on experience in **screen printing, color separation, vector artwork, production file preparation, and apparel manufacturing** before the company was acquired by '47 Brand.

SELECTED FREELANCE CLIENTS

Formula 1 • Peanuts • Peyton Manning • NHL Players' Association • Yokohama DeNA BayStars • John Daly • Jackie Robinson Foundation • Cam Neely Foundation • Heart of a Lion Foundation • Cape Cod Beer • Flighthouse

CORE SKILLS

Apparel & Production: Apparel Graphics • Graphic Tees • Headwear • Original Illustration • Typography • Logo Design • Patterns & Prints • Colorways • Seasonal Collections • Screen Printing • Embroidery • Patches • Color Separations • Print Placement • Production-Ready Artwork

Creative & Brand: Concept Development • Sports Licensing • Licensed Merchandise • Product Design • Trend Research • Visual Direction • Brand Development • Creative Presentation • Commercial Product Development

Tools: Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Procreate • Adobe Fresco • Generative AI / AI-Assisted Design

EDUCATION

University of Massachusetts Dartmouth | Bachelor of Fine Arts, Visual Design - Illustration | Cum Laude, 2010