

Rasheed Lapointe

Boston, Massachusetts

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Branding Statement | Graphic Designer / Brand Designer

Bodega, NOBULL, Converse, Nike, Brooks, Pynrs

Professional Experience

My name is Rasheed Lapointe, and I'm a graphic designer with nearly a decade of experience. My career began as a design intern at the streetwear boutique Bodega, where I stayed for seven years and rose through the ranks to Senior Designer. In that role, I worked across campaigns, product development, and brand storytelling, helping shape the brand's visual identity from the inside out.

Since leaving last year, I've freelanced with teams at Nike, Converse, NOBULL, Brooks, and others, taking on roles ranging from Brand Designer to Art Director. My work is rooted in culture and narrative, with a focus on creating designs that resonate and connect.

My core strengths lie in typography, layout, and concept-driven campaign design across both digital and print. I've also developed hands-on experience in packaging and creating tech packs, giving me a strong grasp of how ideas translate into physical product.

I approach design through storytelling, drawing inspiration from my personal collection of design books and magazines, as well as the contemporary art world at large. I'm collaborative, adaptable, and committed to producing work that feels intentional, thoughtful, and culturally relevant.

Bodega, Boston, Massachusetts

2018 to 2025

Senior Graphic Designer

2021 to 2025

Oversaw ideation, concept development, and production, driving innovation through strategic vision, team mentorship, and hands-on creative direction. Led design across in-house private label and co-branded collaborations. Created work for footwear, apparel, and related goods, managing projects from initial concept through final production.

- Collaborated on ideation and concept development for in-house collections and co-branded collaborations, contributing to Bodega's visual identity and culturally relevant product releases.
- Designed graphics and campaign assets across retail, digital, and product, supporting launches that drove customer engagement and strengthened brand presence within the streetwear community.
- Worked cross-functionally with marketing, merchandising, and production teams to bring concepts to life, ensuring smooth execution from initial idea through final product.

Mid-Weight Graphic Designer

2018 to 2021

Designed for in-house private label and co-branded collaborations across footwear, apparel, and related goods. Led ideation and concept development across a range of projects. Managed work through production, ensuring consistency from initial concept to final execution.

- Executed design across product and campaign work, bringing established concepts to life across footwear, apparel, and related goods.
- Produced graphics for retail and digital channels, maintaining visual consistency across releases.

NOBULL, Boston, Massachusetts

2025 to 2025

Brand Designer**2025 June to 2025 Oct**

Designed and executed brand-aligned graphics for NOBULL across digital and print platforms, maintaining visual consistency and supporting daily creative needs

- Adapted existing brand systems across a range of formats and deliverables, ensuring consistency while responding to fast-paced creative needs.
- Collaborated with marketing and internal teams to translate briefs into clear, effective visual solutions.
- Managed multiple projects simultaneously, balancing quick turnarounds with attention to detail and overall design quality.

Freelance, Boston, Massachusetts**BROOKS x PYNRS, Art Director (Contract)****2025 Dec to 2026 Jan**

Art directed the Paris Fashion Week project “Spin Le Bloc” for Brooks Running x PYNRS, leading the full creative direction across the weekend activation. Developed the 360 brand system including apparel, campaign visuals, and visual identities, and adapted the work to resonate within the Paris, France context.

Converse, Graphic Designer (Contract)**2025 May**

Led the design of digital and print collateral for Converse’s “Love, Chuck” campaign, spotlighting LA-based photographers Pablo Banuelos and Alyse Arteaga. Crafted visual assets that celebrated Converse’s iconic legacy in Los Angeles, blending contemporary storytelling with heritage-driven design.

Nike, Graphic Designer (Contract)**2026 Mar**

Created promotional ad assets for the Nike Liquidmax campaign across digital and print, supporting the rollout across multiple channels. Assisted on set during production, contributing to execution and ensuring visual alignment with campaign direction.

Nike x Kids Of Immigrants, Graphic Designer (Contract)**2026 May**

Created promotional ad assets for the Nike x Kids Of Immigrants campaign across digital and print, supporting multi-channel rollout. Assisted on set during production to ensure visual alignment with campaign direction. Designed assets for the sneaker raffle, and developed promotional materials and contributed to the build-out for the release party, while also supporting the soccer tournament activation in partnership with STREET FC.

Saucony x a-feeling, Graphic Designer (Contract)**2026 Jun**

Designed all digital and print assets, including animated content, for the Saucony Progrid Paramount *The Science of WOW!* release. Managed end-to-end visual execution in line with the campaign brief.

Education**Massachusetts College Of Art and Design**, Boston, Massachusetts**2014 FALL - 2019 SPRING**