

A LITTLE MORE ABOUT ME

MILES JOHNSON

My story begins in Boulder, Colorado where I was born under two outdoor enthusiasts – my mom, a mountain woman and garden lover, who spent her days hiking in the foothills and nursing her flower garden, and my dad, an ex world cup mogul skier, avid art collector, and guru of action sports. Raised under this type of influence I quickly found my own love for a range of adrenaline-producing activities in the form of skateboarding, skiing, snowboarding, biking, and pretty much anything that could result in injury. By the time I made it to middle school my family had moved to different areas of Colorado and Canada, and eventually settled in Portland, Oregon, where I attended middle and high school. Spending as much time as possible doing the things I loved, I never had a school subject that really caught my attention, until I took my first Graphic Design class as a sophomore in high school. It was here where I recognized my natural eye for design, and found my passion for creating things the way I wanted to see them. As college approached I knew nothing else had spoke to me the way designing did, so my only option was to enroll in a graphic design program.

I chose to study at Montana State University for one reason – it allowed me to progress as a creative while simultaneously exploring some of the best skiing in North America, and that’s exactly what I did. After 4 years in the School of Art at MSU I not only graduated with a BFA, but realized I really only have one path to follow in life – and that path was outdoors. I had cooked up the perfect recipe of understanding and executing design mixed with my love for action sports and the sports culture and it allowed to me blend all of my passions into a career.

After interning at a motor sport wrap agency in my final years at MSU I was hired at one of the world leaders in action sports protection gear in Los Angeles – Alpinestars. Moving to Southern California wasn’t ideal for my ski career, but was perfect for skateboarding and mountain biking – the experience was irreplaceable. At Alpinestars I discovered my flavor as a designer and further developed my desire to work in the sports industry. Although the endless summer and time at Alpinestars were huge bonuses of So-Cal, it lacked something ingrained in my DNA – snow. Searching for a better balance, I moved back to the PNW, where I could spend my summers skateboarding, biking, and riding dirtbikes, and my winters skiing, snowboarding, and snowmobiling.

Back in Portland I was brought on as a Lead Graphic Designer and eventually Creative Director for Active Water Sports – a tournament boat/wake sport company. I came into this company not knowing anything about water sports, but helped revamp their creative and visually enhance their brand. This refinement helped define AWS as the leader in water sports in the PNW, allowing them to expand their customer base. As a creative Active has allowed me to take complete control, further developing my understanding for the sports industry and growing my knowledge and technical skill set, another step to becoming the best creative asset and sports enthusiast I can be.

These first few chapters are just the beginning of what I know will become a long book, and I can’t wait to see what the future brings!
