Matt Morasky
Co-Founder & Partner, Territory

Matt Morasky is an award-winning creative director, consultant, visual thinker, and author who comfortably straddles the business and creative worlds.

In 2016 Matt co-authored *The Art of Opportunity*, (John Wiley & Sons) a practical guide to identifying, developing and seizing growth opportunities using hands-on, visual-thinking activities, illustrated theory and contemporary case studies. Matt has written articles and contributed interviews about visual thinking, business, and design for publications including Fast Company and HOW.

During his years at the pioneering visual consultancy, XPLANE, Matt opened the Amsterdam studio—assembling teams of consultants, project managers, and design professionals to help European businesses navigate complex issues. Matt also launched Amsterdam’s Visual Thinking School (VTS)—planning, promoting, and delivering monthly workshops for the creative and business communities. While at XPLANE, Matt also developed and delivered programs to instill visual thinking tools and design thinking methodologies to problem solvers at all levels of an organization.

A natural teacher, Matt has taught and regularly guest lectures in many Northwest design schools, including the Pacific Northwest College of the Arts and Portland Community College. He has conducted workshops on visual thinking throughout Europe and the United States as well as spoken on the topic for audiences at the Hopscotch Design Festival; Frontiers of Interaction conference, Rome and the University of Michigan Ross School of Business.

Matt’s clients have included: American Express, Coca-Cola, Elsevier, Intel, Intercontinental Hotels Group, Microsoft, Mozilla, Nike, RackSpace, Red Bull, and VF Corporation.