

# DESIGN & MEDIA 2024

World-class engineering, advertising, architecture, and motion-picture and video production brands call Greater Portland home. This robust industry cluster is centered around innovation, creativity and inclusion.

## Our industry strengths

### HUB FOR CREATIVE TALENT



Greater Portland is home to award-winning creatives. Stop-motion animation studios **LAIKA won a Golden Globe for "Missing Link,"** and **ShadowMachine won a Golden Globe and Oscar for Guillermo del Toro's Pinocchio.** Two of Wieden+Kennedy's Nike ads have won Emmy Awards.

### BOUNDARY-PUSHING EDUCATION



Specialized programs recognize the importance of connecting art and science. WSU Vancouver offers a **Bachelor of Arts in Digital Technology and Culture,** and is also home to the Electronic Literature Lab, which supports the curation, preservation and production of born-digital literary work.

### AN ENTREPRENEURIAL CULTURE



Residents embrace the region's do-it-yourself ethos, and talented freelancers and contractors have flocked to Portland for decades. In 2024, Oregon was named the fourth best state in the country for woman small business owners.

## REGIONAL INDUSTRY HIGHLIGHTS

33,000

Employees

2,531

Establishments

\$4.2B

This sector represents \$4.2 billion in economic output.

48%

This sector's workforce is 48% larger than the U.S. average.

1.5x

Greater Portland has more than 1.5x the national concentration of architects, engineers and artists.

No. 10

Portland State University's graphic design program is ranked No. 10 on the West Coast.

## TOP PORTLAND METRO EMPLOYERS

Employees:

Wieden  
Kennedy<sup>+</sup>

555\*



419\*



405\*

thesis

336\*



315\*

Employment estimates from Jan. 2024  
\*Denotes headquarters



# DESIGN & MEDIA ECOSYSTEM

## Industry Clusters

### ENGINEERING SERVICES

- AKS Engineering & Forestry
- Corbin Consulting Engineers
- Dixie Mountain Dynamics
- JHI Engineering
- Mackenzie
- Mortensen
- Prodapt Solutions
- Ran-Tech Engineering & Aerospace
- Silkin Management Group
- Simplicity Product Development
- WRK Engineers

### ADVERTISING AGENCIES

- Direct Marketing Solutions
- Empire Green Creative
- FINN Partners
- For Good & Company
- IDL Worldwide Portland
- Opus Agency
- Pinnacle Exhibits
- PointNorth
- Premier Press
- Riff
- Signature Graphics
- Slalom
- Sockeye
- Spirit Media
- Wieden+Kennedy

### ARCHITECTURAL SERVICES

- Ankrom Moisan Architects
- Bora Architects
- GBD Architects
- Hennebery Eddy Architects
- LRS Architects
- Mackay & Sposito
- Mackenzie
- Sera Architects
- ZGF

### MOTION PICTURE & VIDEO PRODUCTIONS

- Deep Sky
- LAIKA
- ShadowMachine

### TRANSLATION & INTERPRETATION SERVICES

- Propio Language Services
- Verbio

### DESIGN SERVICES

- Ambrosini Design
- Brave New Day
- Funnelbox
- Jolby
- Laundry Studio
- MEK Design
- OMFGCO
- Outlier
- Parliament
- Perspektiv Design Co.
- Sandstrom Partners
- Serenity Studios
- Terrazign
- Ziba



### INCLUSIVE EDUCATION



*The Emerging Leaders Internship program removes barriers to access by connecting talented students of color with leadership-track, paid internships at top companies throughout the Greater Portland area.*

### CONNECT WITH US

 [linkedin.com/company/greater-portland-inc](https://www.linkedin.com/company/greater-portland-inc)

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