

# Blake Bækken

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## Creative Director, Brand Identity & Marketing

Strategic, passionate creative leader with decades of experience in directing and producing campaigns across multiple platforms and channels to build emotional, purposeful, and meaningful brand connections. Able to creatively tell a powerful story with a direction that is bold, provocative at times, and significant. Extensive involvement with Fortune 500 national and international clients.

Builds stellar teams and collaborates across multiple disciplines to innovate and create the unexpected for complex organizations. Works as an authoritative and compelling partner with clients, confidently guiding them through change and transformation.

### Specialties

**Branding & Identity Strategy / Cross-Functional Team Leadership / Design Thinking / Art & Design Direction / Creative Concept Development / Coaching and Mentoring / Integrated Marketing / Branded Environment Direction / Creative Problem Solving**

### Key Accomplishments

**Spearheaded & launched Wells Fargo global rebrand, including creating of new strategic visual identity and brand voice. Organically grew business by +34% while building the Siegel+Gale San Francisco creative group.**

**Directed creative development of the acclaimed “Imagine” campaign for Stanford Medicine’s primary care initiatives. Demand was so great after the campaign launch that physicians appointments were closed earlier than expected.**

**Award-winning creative direction, graphic design for Fortune 500 clients, including brand campaigns for Google; brand values content for Apple; niche advertising for Target; advertising, rebranding & culture change at Audi; experiential innovation at Wells Fargo; strategic rebrand at NYSE.**

### Experience

**BÄKKEN / Creative Director  
11/2013 - Present / San Francisco & Newport Beach, CA**

*Brands:* Apple, NBC, Nike, Google, Hyperice, SAP, Voyager, ICE, NYSE, State Farm, MediaX at Stanford, Embrace, Little Lotus, TED, AT&T, Meta, Expanscience Laboratoires, Impact Health

*Agencies:* Apple Marcom, Arts & Letters, BBDO, Kettle, Mekanism, MRM, Prosek, Siegel+Gale, R/GA, Real Chemistry, Sylvain, SYPartners, Translation, Venables Bell + Partners

**Apple / Creative Consultant w/Kettle  
12/2019 - 06/2020 / San Francisco & Sunnyvale, CA**

Since 2019, lead a team of designers within Apple at Kettle to elevate and amplify Apple’s brand values. Created and launched a website and report showcasing supplier diversity. Developed

multi-channel creative for Earth Day while highlighting Apple’s environmental efforts. Launched a consumer-focused privacy site featuring Apple breakthroughs in privacy products and features.

**Siegel + Gale / Creative Director  
03/2018 - 12/2019 / San Francisco, CA**

Served as the creative lead of the San Francisco office and of Wells Fargo (largest client in enterprise)

Grew, led & fostered a 6-24 member team of designers to create, produce and launch the global rebrand while organically growing business by +34% and fostering relationships with key clients.

Brought strategic life to the client’s visual identity and brand voice, including work as a creative brand lead for its partner agency partners. Created an expansive and thoughtful brand toolkit that included all elements, including custom font development; signature iconography and photography styles, digital, motion and sonic principles, and marketing.

**Associate Creative Director  
01/2016 - 12/2016 / New York, NY**

During the first stint with S+G, created and oversaw the Clio Award-winning brand refresh of SAP, which was the firm’s largest enterprise client.

Built a reliable creative team to create, roll-out and implement the new brand.

The SAP account grew organically by 33%, primarily by winning additional scoped projects.

Translated and piloted the new brand in the client’s signature 1M sq. ft. “SAP NOW” conference.

Created a brand campaign AMEX, and a health awareness campaign for the FDA.

Created visual identity campaigns for Novartis, Guardian, Synovus, Dale Carnegie, ConnectiveRx.

**mono / Creative  
06/2017 - 03/2018 / San Francisco, CA**

Directed the creative development of the highly acclaimed “Imagine” campaign for Stanford Medicine’s primary care programs in order to drive appointments. The campaign was so successful that physician appointments were closed earlier than Stanford had expected. Oversaw production of all broadcast, digital, and print campaign materials, while also growing the creative team and winning Krave account.

**Turner Duckworth / Design Director  
12/2016 - 05/2017 / New York, NY**

Drove the “Unbox Your Phone” launch creative for the futuristic redesign of the Samsung Galaxy S8, resulting in a record 1 million pre-orders.

Built and mentored an agile team out of the New York satellite office to service the firm’s largest account and work on strategic initiatives with offices in London & San Francisco.

**DDW Worldwide / Creative Consultant  
11/2015 - 01/2016 / Chicago, IL**

Hired to help bring back State Farm as a client for this agency. Created a new strategic visual language for the company’s brand, which led to an agency re-hire, national campaign launch and increased scope.

**vbporange / Co-founder & Creative Director  
01/2012 - 05/2014 / San Francisco, CA**

Developed this brand consultancy offshoot of Venables Bell + Partners to help clients focus beyond advertising: brand vision, strategy, identity, innovation, product and experience design, and organizational culture change while building the organization & growing the team.

Researched competitive landscape and wrote the business plan to assemble a multidisciplinary, cross-functional, highly collaborative team to deliver platform-agnostic creative solutions.

Created rebranding and culture change campaign with Audi to strengthen customer loyalty and increase brand perception. Efforts led to eventual No. 1 JD Power CSI ranking for Audi.

Crafted brands for Zero1 and MediaX at Stanford University and innovations for Conoco, 66, 76.

**Venables Bell + Partners / Design Director  
10/2002 - 11/2015 / San Francisco, CA**

Founded the design discipline at this agency, leading the brand creation or evolution from the ground up. Visual expression for brand clients both elevated the creative, consistently won and developed new business, and organically grew existing client relationships. Grew and mentored award-winning teams.

Key accomplishments include leading the launch of Google Fiber and Google My Business; leading the global rebrand of Intel and subsequent “Sponsor of Tomorrow” and “Look Inside” brand campaigns; creating the HBO GO logo; winning A&E pitch by creating a brand new logo; launching the Thumbtack brand; and re-invigorating Reebok with the “Be More Human” campaign.

Clients include Google, Audi, Netflix, HBO, Skyy, Reebok, Intel, eBay, BMW, Revlon, Vitamin Water, Thumbtack, Robert Mondavi Winery, Healthy Choice, Cirque du Soleil, Vizio, SchoolsRule, Barclays, 24Hour Fitness, Napster, SmartCar, A&E, Motorola, ConocoPhillips, Ally Bank, TCM and more.

### Education

**Bachelor of Arts / Graphic Design, Printmaking, and Advertising / Cum Laude / University of Wisconsin**