

Blake Bakken

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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 brand transformation.

Specialties

Branding & Identity / Strategic Storytelling / Cross-Functional Team Leadership / Design Thinking / Art & Design Direction / Creative Concept Development / Coaching, Mentoring and Team Building / Integrated Marketing / Branded Environment Direction / Visual Communication / Creative Problem Solving / Innovation / Graphic Design / Typography

Key Accomplishments

Award-winning creative direction, branding and graphic design for Fortune 500 clients, including integrated 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 rebranding the New York Stock Exchange and SAP; advertising and social for Stanford Healthcare.

EXPERIENCE

BÄKKEN / Founder, Creative Director

11/2013 - Present / San Francisco & Newport Beach, CA

Brands worked on - Apple, NBC, Nike, Google, Hyperice, SAP, Voyager, Intercontinental Exchange (ICE), New York Stock Exchange (NYSE), State Farm, MediaX at Stanford, Embrace, Little Lotus, TED, AT&T, Meta, Expanscience Laboratoires, Impact Health, Chase, Schonfeld, Booz Allen
Agencies worked for - Apple Marcom, Arts & Letters Creative Co., BBDO, Kettle, Mekanism, MRM, Prosek, Siegel+Gale, R/GA, Real Chemistry, Register by Design, Sylvain, SYPartners, Translation, Venables Bell + Partners

Apple / Creative Consultant, Kettle

12/2019 - 06/2020 / San Francisco & Sunnyvale, CA

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 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.

DDB 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 & assembling a multi-disciplinary, 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 included Google, Audi, Netflix, HBO, Skyy, Reebok, Intel, eBay, BMW, Revlon, VitaminWater, Thumbtack, Robert Mondavi Winery, Healthy Choice, Cirque du Soleil, Vizio, SchoolsRule, Barclays, 24 Hour 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

Clients

Tech - Apple, Google, Samsung, SAP, Intel, Thumbtack, Napster, Motorola, SanDisk, Clear. / *Financial Services & Insurance* - Barclays, American Express, ICE, NYSE, Wells Fargo, Ally Bank, Synovus, State Farm, Guardian, Lowercase Capital / *Automotive* - Audi, BMW, SmartCar / *Retail & Consumer Goods* - Target, eBay, Reebok, The North Face, Vizio, Old Navy, Skyy Vodka, 24 hour Fitness, Krave, Healthy Choice, Revlon, Robert Mondavi Winery, Vitamin Water, Mervyn's, ZEP, Wendy's, Jack-in-the-Box. *Media* - HBO, Netflix, NBC, TED, TCM, Cirque du Soleil / *Medical & Biotech* - FDA, Novartis, ConnectiveRx, Voyager Therapeutics, California Life Sciences, Alektor, Astellas Pharma, AstraZeneca, Cytel, Merck, Nevro, Cloudmed, Vave, Galleri / *Energy & Utilities* - Conoco, Phillips 66, 76, PG&E / *Probono* - SchoolsRule, Embrace, Little Lotus.

Recognition

Graphis, The Effies, The One Show, Cannes, The Type Directors Club, The Art Directors Club, The Clios, The Kelly Awards, Communication Arts, AICP, Hatch Awards, London International Advertising Awards, Webby Awards, Fubiz, It's Nice That and more

References

“Blake is a creative visionary who consistently delivers inspired design solutions. He thinks deeply about the brands he serves and develops concepts that do much more than simply answer the brief—his ideas push boundaries. It's as if he travels to the future, takes in the sights, then comes back to the present moment and, through his work, shows the rest of us what the future holds.”
— *Bret Hansen, Siegel+Gale*

“What you may not realize is, behind the unassuming glasses, impeccable white shirts with ginormous billowy cuffs, fastidious desk layout and constantly changing hairstyles, Blake Bækken is a soldier.”
— *Paul Venables, Venables Bell + Partners*

“Blake is a creative that will listen, inform, lead, and execute design strategies with passion. His approach is critical yet thoughtful, simplistic, and mindful. He embraces any challenge on point and provides clarity throughout the process. Truly, one of the hardest working creatives I've ever known. Deeply committed to his team, his craft, and the client's success.”
— *Tim Young, Free Association*

Thank you for this opportunity.