

blake waldman

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Creative director/art director/lead designer with decades of experience in packaging design, catalog design, graphic design, advertising, POP design & promotion, branding, web design, trade show design, B2B, B2C... you name it, I have probably designed it! My diverse experience in visual problem solving is equalled only by the wide range of industries, products and services that I have had the honor to work on. A unique and conceptually creative thinker with a bold, individual style and an unusual range of diversity, I have a broad background that ranges from the hot new cannabis industry to children's toy packaging to television talk shows to food products to auto accessories to home design catalogs. Add to that years of managing print or digital projects and managing teams for production, my knowledge base helps serve to mentor junior designers and creative groups by preaching creative problem solving and inspiring team play yet empowering individuality in creative vision. As a proud, card-carrying eccentric, my personal quirks and a fun sense of humor also have a tendency to add a chuckle or smile to the workday.

successes

- Updated and enhanced Brand language and re-branded all in-house packaging for major CA Cannabis retailer • Urbn Leaf
- Brought product labeling and testing sticker printing on-site using blank labels and thermal printers, saving over \$1MM/yr • Urbn Leaf
- Coordinate with Marketing, Engineering, Structure, and Product Design to create eye-catching packaging • Hasbro, East West, Urbn Leaf
- Creative lead for teams of designers and production staff for creation of packaging, cagalogs, e-commerce and print • All
- Creative Director for e-commerce website/mail order startup, generating over \$3MM/yr in sales in just 3 years • TrucknTow
- Created catalog covers for 30 mailings a year with 4-5 test covers, 8-10 concepts per cover, averaging 2,500 each year • Haggin
- Re-designed Western Union's universal form format, turning extensive UX testing into effective user-friendly design • Paperkut
- Directed lifestyle, product, and still life photo shoots including photo art direction, location scouting, set design, and styling • All
- Achieved brand fluency across several lines and licensors for brand consistency • Seven20, Hasbro, MEI, East West. Urbn Leaf
- Managed full service in-house art departments and implemented processes for work flow • Seven20, TrucknTow, MEI, Urbn Leaf
- Directed creation of art assets, including illustrations, photography, 3D renders, and photo retouching • All
- Managed licensors, production, and printing in US, Hong Kong, and China • Seven20, Hasbro, Paperkut, Haggin, MEI, Urbn Leaf
- Coordinated with client and internal teams, turning creative briefs and sales strategies into effective visual communication • All
- Created extensive trade show booths and graphics for Comic-Con, SEMA, NATPE, GATS • Seven20, Hasbro, Truckntow, MEI
- Handled departments and projects with budgets ranging from millions to squeezing world-class solutions out of minimal cost • All
- Created efficient, fun working environments with a roll-up-the-sleeves, get-it-done approach - always with a positive attitude! • All

positions

Senior Packaging Designer	2019 - Apr. 2021	Urbn Leaf	San Diego, CA
Packaging Design Manager	2017 - 2019	Underground Toys/Seven20	San Diego, CA
Senior Package Designer	2010 - 2017	Hasbro, Inc.	Pawtucket, RI
Creative Director/Owner	2008 - 2010	Paperkut Design	San Francisco, CA / Boston, MA
Senior Art Director	2004 - 2008	Haggin Marketing	San Francisco, CA
Creative Director	1999 - 2004	TrucknTow.com, Inc.	Detroit, MI
Senior Art Director	1996 - 1999	East West Creative	New York, NY
Art Director/Studio Manager	1993 - 1996	Multimedia Entertainment, Inc. (MEI)	New York, NY

education

Milton Glaser, Inc.	1989 - 1990	Internship/Junior Designer	New York, NY
School of Visual Arts	1987 - 1990	B.F.A. Graphic Design/Advertising	New York, NY
University of Michigan	1985 - 1987	Communications Arts	Ann Arbor, MI

honors / awards / mentions

Guinness World Record	1995/96	World's Largest Continuous Billboard, MEI Talk Shows Rotating Panel Billboard, Times Square, NYC
Ad Age Magazine	2002	"...the first dramatic cigarette pack redesign in 30 years."
Forbes Magazine	2002	"...the most innovative design in cigarette packaging since the invent of the flip-top box 30 years ago."
Creativity 32 Annual	2003	Winston Evo Flask - Package & Retail Design Award

brands

- Urbn Leaf
- Seven20
- Disney
- DC
- Hot Wheels
- Barbie
- Dr. Who
- Hello Kitty
- MARVEL
- Star Wars
- Beyblade
- Kre-O
- Hero Mashers
- Hasbro
- Ubisoft
- Western Union
- Zippo
- Absolut Vodka
- Vulcan Chain
- Yoo-Hoo
- Fingerhut
- Art.com
- Allposters.com
- Dell
- The Good Guys
- TrucknTow.com
- Kraft Foods
- Fleer/Skybox
- Lysol
- Kool-Aid
- Jell-O
- Nabisco
- The Donahue Show
- Sally Jesse Raphael
- Jerry Springer Show
- and many more...

software

- Mac to OS Big Sur
- InDesign to 2021
- Photoshop to 2021
- Illustrator to 2021
- Dimension to 2021
- Dreamweaver to 2021
- Acrobat to Pro 2021
- Microsoft Suite
- ...just for starters.

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urbn leaf

2019 - April 2021 • San Diego, CA • Senior Packaging Designer/Product Development

Creative lead on package design for existing products and all new product development, working directly with the Executive team to take their vision of the brand and elevate it to a new level. Updated the entire product line with a sexy, black with UV gloss pattern brand look with individualized, strain specific labeling. Handled branding development and implementation across entire spectrum of Urbn Leaf products including flower, concentrates, vape products, accessories, merchandising, and co-brand collaborations with other vendors. Oversaw the design, development and production of the Slugworth's, Sluggy's and Kush Cubes edibles product lines and worked directly with manufacturers in China to develop new packaging and accessories, including pre-roll packs, concentrate jars and boxes, vape cart and battery packaging, and edible pouches and containers. Worked with legal and compliance to bring packaging within regulations and to stay on top of changes in the law. Brought production of all product labels and testing sticker processes in-house using thermal printing and bulk blank labels instead of printing labels with outside vendors per item, creating fully customized labels and saving over \$1MM in printing costs on labeling within the first year alone.

seven20 / underground toys

2017 - 2019 • San Diego, CA • Packaging Design Manager

Creative lead on package design, development, and production for all licensed and Seven20 branded products as well as overall Seven20 packaging branding strategy. Translated licensor style guides to packaging line looks for implementation across multiple product lines and co-branding to enhance the Seven20 market presence. Researched and developed new and innovative packaging and oversaw design and production of packaging projects, coordinating with licensors, product designers, printers, and manufacturers. Developed design standards, overseeing implementation and adherence for packaging, typography, branding, and file preparation. Licensors included Star Wars, MARVEL, DC, Disney, Hot Wheels, Barbie, Dr. Who, and Hello Kitty.

hasbro

2010 - 2017 • Pawtucket, RI • Senior Packaging Designer, Star Wars / MARVEL

Senior Designer, Global Packaging Development creating branding and packaging from concept and structure through to final production in English, Quad-lingual and multiple single languages, directing brand fluency over several lines and licensors. Managed designers in the U.S. and Hong Kong, working with Marketing, Engineering, and Toy Design to concept and produce eye-catching packaging, directing lifestyle and product photo shoots, handling outside vendors and illustrators, and communicating with licensors. Lead roles also included Transformers, Beyblade Burst, Hero Mashers, and Kre-O brands.

paperkut design

2008 - 2010 • New York / San Francisco / Boston • Owner / Creative Director

Freelance contractor specializing in Flash development and web design, p.o.s. design, general graphic design and corporate identity. Client list included UbiSoft, Bigfoot Monster Trucks, Vulcan Chain, The College Board; and several advertising & P.R. agencies as well as individual clients in the Boston, New York, Detroit, and San Francisco markets.

solution set / haggin marketing

2004 - 2008 • San Francisco, CA • Senior Art Director

Lead AD on the Fingerhut account. Responsibilities included all brand management and creative direction for seven quarterly catalogs, creating over 30 covers a year. Executed all branding, including concepting and designing all cover, marketing, and information pages, managing DTP and image coordination for press, and handling all photo art direction and styling for shoots. Also responsible for presenting concepts to the client and providing complete mailing programs. Lead responsibilities also included Art.com, the Dell EPP program, and The Good Guys.

truckntow.com

1999 - 2004 • Detroit, MI • Creative Director

Creative Director of a startup Mail Order/E-Commerce Retailer for the trucking and towing industries that went from scratch to over \$3MM/yr in sales in under 3 years. Designed and produced a 92 page mail order catalog for monthly distribution and created a dynamically generated e-commerce web site featuring over 15,000 listings. Handled all advertising, design, and promotional needs from Direct Mail promotion to trade shows. Responsible for all production concerns, from photography and artwork to pre-press preparation of digital files, vendor relations, and final pre-press of the printed catalog. Created in-house department for production and implementation.

east west creative

1996 - 1999 • New York, NY • Senior Art Director / Multimedia Designer

Designed in-store P.O.S. displays with online and multimedia promotional aspects. Created promotions coordinated across multiple platforms including P.O.S. websites, coupons, print advertising and FSI's. Designed and produced multimedia presentations, CD-ROMs, and speaker support presentations for Kraft Foods. Created unique direct mail programs and retail products such as football and hockey trading cards for Fleer/Skybox and CD-ROM mailers for Lysol. Accounts included Kraft Foods, Kool-Aid, Nabisco, Fleer/Skybox, Nickelodeon, Lysol, and Absolut Vodka.

Multimedia Entertainment, Inc.

1993 - 1996 • New York, NY • Senior Art Director / Production Manager

Operated full service in-house creative department for world's largest talk show syndicator, producing The Donahue, Jerry Springer, and Sally Jesse Raphael shows, among others. Worked directly with the talent to develop sets, logos and branding. Designed and produced press kits, promotion, advertising, trade show presence, video promos, events, and web sites. Handled all aspects from concept to distribution, coordinating printers, vendors and syndication channels for literature and video material, and managed staff for production and implementation of printed work.