

AdamBlasco

I'm a Senior Art Director with 15+ years of experience shaping brand, product, and campaign creative for global companies across technology, entertainment, and lifestyle. I strive to balance craft and strategy to develop work that tells a story with style, and is as impactful as it is beautiful. I'm highly collaborative, detail-obsessed, and feel at home leading concept development, directing teams, and delivering launch-ready creative across digital, retail, and integrated marketing.

RECENT EXPERIENCE

AKQA

SENIOR ART DIRECTOR

2019-2025

Led creative direction and execution across high-visibility digital and retail experiences, guiding work from early ideation through final delivery. Directed multidisciplinary teams of designers, setting creative vision, providing high-level critique and mentorship, and ensuring cohesion across complex systems, platforms, and large-scale launches.

Served as a senior creative partner to leadership, producers, writers, and cross-functional stakeholders to define visual narratives, align creative strategy with client and business objectives, and uphold the highest standards of craft. Oversaw execution across web, mobile, and platform-based experiences, contributing to the development of refined design systems and frameworks that scaled globally and elevated end-to-end customer experiences.

Adam Blasco Design

CREATIVE DIRECTION & DESIGN

2006-CURRENT

In parallel with in-house leadership roles, lead creative direction for select client engagements across lifestyle, technology, and entertainment, with a focus on brand identity, digital experience, and campaign strategy. Partner directly with stakeholders to define creative vision, establish design frameworks, and guide execution. Emphasize clarity, cohesion, and longevity in creative systems while maintaining high craft standards across all deliverables.

PREVIOUS

Influential

PRODUCT DESIGNER

2017-2019

Supported the design and evolution of a B2B platform enabling data-driven influencer marketing at scale. Collaborated with product, engineering, and data teams to design workflows and interfaces that streamlined campaign management and delivered actionable insights for enterprise clients.

Herb Garden Productions

GRAPHIC DESIGNER

2007-2017

Provided long-term in-house design support for a consumer brand, producing packaging, marketing, and digital assets across multiple product lines. Worked closely with internal teams and external clients to deliver consistent, production-ready creative across print and digital channels.

SELECT CLIENTS

APPLE

CAPITOL ONE

IBM

INFOSYS

THE NORTH FACE

STARBUCKS

WME

CAPABILITIES

BRAND IDENTITY

CREATIVE DIRECTION

CREATIVE STRATEGY

CONCEPT DEVELOPMENT

CROSS-FUNCTIONAL COLLABORATION

VISUAL SYSTEMS & FRAMEWORKS

INTEGRATED CAMPAIGNS

EXPERIENCE DESIGN

PRODUCTION DESIGN

LEADERSHIP

COMMUNICATION

TOOLS

ADobe CREATIVE SUITE (ILLUSTRATOR, PHOTOSHOP, LIGHTROOM, AFTER EFFECTS)

FIGMA

SKETCH

PRINCIPLE

KEYNOTE

EDUCATION

College of Southern Nevada

GRAPHIC COMMUNICATIONS

2006-2008

Completed extensive coursework in Graphic Communications, building a strong foundation in key design principles, and developing practical, industry-ready skills that provided the technical grounding that complemented—and later accelerated—my growth and career as a creative.