

# Adam Blasco

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.

## SELECT CLIENTS

APPLECAPITOL ONEIBMINFOSYS  
THE NORTH FACESTARBUCKSWME

## CAPABILITIES

BRAND IDENTITYINTEGRATED CAMPAIGNSCREATIVE DIRECTIONDESIGN SYSTEMS  
EXPERIENCE DESIGNPRODUCTION DESIGNCOMMUNICATIONLEADERSHIP

## TOOLS

ADOBE CREATIVE SUITE (ILLUSTRATOR, PHOTOSHOP, LIGHTROOM, AFTER EFFECTS)  
SKETCHFIGMAPRINCIPLEKEYNOTE

## EXPERIENCE

AKQASenior Art Director2022-2025

Continuing my work alongside the creatives at Apple, I managed teams of designers, and partnered closely with leadership, producers, and cross-functional teams to define visual narratives from ideation through delivery. Directed design execution across product and retail experiences, ensuring work met Apple’s exacting creative standards and aligned with overarching brand strategy. Helped shape the storytelling and customer experience for some of Apple’s most iconic launch moments.

AKQASenior Designer2019-2022

Embedded within Apple’s Marcom studio, I contributed to high-visibility product launches and global marketing campaigns. Partnered with art directors, writers, producers, and cross-functional teams to create visually cohesive, premium creative across web and mobile experiences. Played a key role in developing refined design systems that elevated the customer experience across Apple.com, Apple Store Online, and Apple Store App.

Adam Blasco DesignCreative Direction & Design2006-Present

Provide end-to-end creative direction & design services for clients across technology, lifestyle, and entertainment; working with brands to develop visual identities, digital experiences, and campaign creative that align with strategic objectives and elevate customer engagement.

InfluentialProduct Designer2017-2019

Helped shape a B2B technology platform that connects brands with audiences through social data and machine learning. Designed tools that enable brands to identify creators, activate campaigns, and manage branded content deals at scale, with work spanning user research, UX/UI design, and cross-functional collaboration with engineering, data science, and leadership teams to bring new features from concept to launch. Contributed to a product ecosystem that streamlined campaign workflows and delivered actionable insights for both creators and enterprise clients.

Herb Garden ProductionsGraphic Designer2007-2017

Served as in-house graphic designer for a Las Vegas-based nutraceutical brand, creating a wide range of visual assets across print, digital, and web. Led design for product packaging, events branding, marketing collateral, and promotional campaigns. Collaborated closely with internal brands and external clients to translate creative concepts into polished, production-ready deliverables.

## EDUCATION

College of Southern NevadaGraphic Communications2006-2008

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.