

**Blake Bækken is a Creative Director specializing in Brand Identity & Marketing** with over 20 years of experience leading design teams and creating integrated brand experiences. Adept at developing visionary campaigns across digital, print, and social platforms that consistently exceed client expectations. Proven in elevating global brands and re-branding major firms while effectively balancing hands-on design with strategic team leadership.

### Education

University of Wisconsin  
BFA in Graphic Design, Printmaking, and Advertising  
GPA - Cum Laude

### Currently

BÄKKEN / Founder & Creative Director  
11/2013 - now / San Francisco & Newport Beach, CA

*BÄKKEN is a premier creative studio based in Newport Beach, California. We specialize in transforming ideas into compelling brand identities by blending creativity and strategy. Our mission is to help brands uncover their essence and effectively convey their values through carefully crafted visual identities, immersive, impactful marketing.*

Clients: Apple, NBC, Nike, Google, Hyperice, SAP, Voyager, ICE, NYSE, State Farm, MediaX at Stanford, Embrace, Stanford Healthcare, AT&T, Meta, Iron Grace, Neuberger

Agency Partners: Apple Marcom / Arts & Letters Creative Co. / BBDO / DDB Worldwide / Kettle / Mekanism / Pineapple / Prophecy / Prosek / Quality Meats Creative / Register by Design / R/GA / Siegel+Gale / Sylvain / Translation / Turner Duckworth / United Masters / Venables Bell + Partners

### Previously

Apple Marcom / Creative Director @ Kettle  
12/2019 - 06/2020 / Sunnyvale, CA

*Led a team of designers within Apple Marcom 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 for the San Francisco office and Wells Fargo (Siegel + Gale's largest client). Led a 6-24 member team to create, produce, and launch the global re-brand, growing business by 34% and fostering key client relationships. Strategically enhanced the client's*

*visual identity and brand voice, including work as a creative brand lead for partner agencies. Developed an expansive brand toolkit with custom fonts, signature iconography, photography styles, digital, motion, and sonic principles, and marketing.*

Siegel + Gale / Associate Creative Director  
01/2016 - 12/2016 / New York, NY

*Created and oversaw the Clio Award-winning brand refresh of SAP, the firm's largest client, during the first stint with S+G. Built a creative team to implement the new brand. The SAP account grew organically by 33% through additional projects. Piloted the new brand at the client's 1M sq. ft. "SAP NOW" conference. Developed brand campaigns for AMEX, FDA, Guardian, Synovus, and Dale Carnegie.*

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

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

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

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

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

*Founded the design discipline at this agency, leading brand creation from conception. Led a talented team of multi-disciplinary designers. Served as the right-hand man to the founders for over a decade. Elevated creative expression, consistently won and developed new business and awards, and organically grew client relationships. Key accomplishments include launching Google Fiber and Google My Business, leading Intel's global rebrand twice, creating the HBO GO logo, winning A&E's pitch with a new logo, designing an immersive experience at Audi Forum, launching Thumbtack, and re-invigorating Reebok with the "Be More Human" campaign.*

### Specialties

#### Creative Strategy & Leadership

Strategic Branding, Cross-Functional Team Leadership, Creative Development, Coaching and Mentoring

#### Design & Visual Execution

Visual Identity Creation, Design Thinking, Art & Design Direction, Branded Environment Design, UX & UI

#### Marketing & Integration

Integrated Marketing, Creative Problem Solving

## Biography

Blake Bækken is a Creative Director specializing in Brand Identity & Marketing. With his rare blend of alchemy, instinct and diligence along with decades of experience at top-tier firms, Bækken passionately crafts impactful brands and award-winning campaigns for Fortune 500 clients in the Technology, Financial, Tourism, CPG, B2B, SaaS, Pharmaceutical and Automotive sectors.

Most recently as an independent consultant, Bækken has branded a major global investment firm, an acclaimed restaurant group, an innovative personal training franchise, and launched a 360° international tourism campaign. Highlights include spearheading brand and product campaigns for Google, defining brand values for Apple, crafting niche advertising for Target, driving advertising, re-branding, and internal cultural transformation at Audi, delivering experiential brand innovations for Wells Fargo, and overseeing expansive strategic re-brands for Intercontinental Exchange, NYSE, SAP, Hyperice, Reebok and Neuberger.

Additionally, Bækken has established, led, and cultivated award-winning design teams at esteemed firms including mono, Siegel+Gale NY and SF, Turner Duckworth, vbporange, and Venables Bell + Partners. He consistently grows accounts organically by partnering with clients and their internal teams while also vision-setting, hands-on designing, managing teams and pitching new business.

He has a vast and diverse range of work: strategy, web/digital design, UI design, social media campaigns, print, environments, wearables and products, direct marketing, collateral, packaging, branding, illustration, iconography, custom typography, storyboarding for animation, photography art direction and creative writing.

Bækken has built a strong reputation for his creative excellence thorough craftsmanship, collaborative spirit and pragmatic approach. He has been honored to collaborate with the worlds top brands, ad agencies and brand studios and has received top honors for his work.