

Résumé / CV

## Blake Bækken

Creative Director

Visual Identity & Branding

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.

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 / JOAN / Kettle / Mekanism / Pineapple / Pivot / 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 fiercely independent advertising 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-energizing Reebok with the "Be More Human" campaign.*

Education

**BFA in Graphic Design, Printmaking & Advertising**  
Cum Laude from the University of Wisconsin

Capabilities

**Creative Leadership**

Building and leading cross-functional teams, Design Thinking, Client engagement, Presentations, Coaching and Mentoring, Integrated Marketing, Creative Problem Solving

**Design & Visualization**

Visual Identity Creation, Art & Design Direction, Experiential and Environment Design, Brand and Creative Development, Digital, Print, Social, UX/UI, Iconography, Custom Typography, Storyboarding for animations, Wearables, Packaging, Writing

## Biography

**I'm a Creative Director with a focus on Visual Identity & Branding, which I've been doing for a couple of decades now.** We've all seen huge change in this time, but I have found some reliable ingredients for success: tailored team building, open communication, solid strategy, and expansive visual exploration. Then, to make creative work that truly stands out, it's a balance between the background and skills to bring a project to life, and the energy and curiosity to find a fresh approach each time.

As for my credentials, I'm just too modest to tout my achievements.

Then again, you *are* reading about me. So, I will proudly put a spotlight on my record, both working independently and at top-tier firms, where I've been a trusted design leader for Fortune 500 clients in the Technology, Financial, Healthcare, and Automotive sectors. I consistently grow accounts by partnering with clients and their internal teams while also vision-setting, designing, overseeing creatives and pitching new business.

Most recently as an independent Creative Director, I've led teams to win top industry honors for rebrands of three major global investment firms, an energy transformation company, and an acclaimed restaurant group. I've also created clean-sheet designs for an innovative personal training franchise, and launched a 360° international tourism campaign. When brought in-house, I've established and managed award-winning design teams at Siegel+Gale NY and SF, mono, Turner Duckworth, and Venables Bell + Partners.

Career highlights include spearheading brand and product campaigns for Google; defining brand values for Apple; 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.

My capabilities include: 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. I am always on the lookout for new developments, which now includes taking on the mysteries of AI.

If you haven't already, do take a look at my portfolio. If it's like reading my bio, except with images instead of letters, then I've done it right.

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