





BLAKE LAWRENCE

GRAPHIC DESIGNER

CONTACT

-  630-386-2158
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-  West Dundee, IL

SKILLS

Graphic Design
Typography
Layout Design
Branding
Logo Creation
Web Design
Packaging Design
Photo Editing
Photography
Production Formatting
Team Management
Visual Problem Solving
Concept Development
Illustration
UI/UX Design

EDUCATION

2009 - 2012

Illinois Institute of Art - Schaumburg

Bachelor of Fine Arts in
Game Art & Design

2014 - 2016

CGMA Digital Art Courses

Anatomical Figure Drawing and
Head Construction I & II Study of
Color Character Creation Workflow

PROFILE

As a seasoned graphic designer and production artist with over 10 years of experience in the industry, my goal is to secure a leadership role that allows me to apply my expertise in package design, catalog design, and production to deliver compelling and innovative creative solutions for clients.

With a strong track record of managing large-scale projects and leading cross-functional teams, I am passionate about leveraging design to drive business growth and enhance brand equity.

WORK EXPERIENCE

Graphic Designer Packaging Specialist

Design Pac - 1800 Flowers

2019 - 2025

- Led design projects for large-scale clients in diverse industries, including consumer goods, beauty, and food and beverage
- Managed the design process from concept development to final delivery, ensuring that all deliverables were completed on time and within budget
- Created and managed design templates and style guides, ensuring consistency across all materials and channels
- Collaborated with cross-functional teams, including marketing, product management, and production, to develop and execute integrated marketing campaigns
- Provided guidance and mentorship to junior designers, contributing to their growth and development
- Managed vendor relationships, including printers and photographers, to ensure the highest quality deliverables

Senior Graphic Designer

Precious Moments

2017 - 2019

- Oversaw and produced two quarterly sales catalogs, and bi-monthly entertainment magazine
- Managed the design process from concept development to final delivery, ensuring that all deliverables were completed on time and within budget
- Created and managed design templates and style guides, ensuring consistency across all materials and channels
- Collaborated with cross-functional teams, including marketing, product management, and production, to develop and execute integrated marketing campaigns
- Provided guidance and mentorship to junior designers, contributing to their growth and development
- Managed vendor relationships, including printers and photographers, to ensure the highest quality deliverables
- Created and conceptualized new branding logos and helped manage a full 360 brand reconstruction
- Managed and executed photography needs with both in-house and off-site photo studios and manipulated supplied images as needed

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GRAPHIC DESIGNER

EXPERTISE

- Proven track record of creating visually appealing and effective packaging solutions across diverse industries, including consumer goods, food and beverage
- Extensive experience in catalog design, web asset design, logos and branding, concept creation, illustration, typography, 3D modeling, and 3D rendering
- Proficiency in Adobe Illustrator, InDesign, Photoshop, Premier, and Figma
- Strong project management and leadership abilities, including the ability to manage cross-functional teams, oversee multiple projects simultaneously, and ensure timely delivery of high-quality work
- Deep understanding of design principles, trends, and typography
- Excellent communication and collaboration skills, with a proven ability to work effectively with clients, colleagues, and vendors
- Passion for using design to solve complex business challenges and drive results, with a focus on creating innovative and engaging solutions that exceed client expectations

REFERENCES

Joe Giron



1 (630) 240-1495



Joe_Giron@designpac.com

Bettina Koltz



1 (847) 609-1981



Koltzbettina@gmail.com

WORK EXPERIENCE

Freelance Graphic Designer

Create It Packaging

2016 - 2017

- Worked closely with creative teams to develop and execute high-quality design solutions for clients, including print and digital advertising, packaging, and photography
- Collaborated with copywriters and other team members to develop concepts and messaging that effectively communicated the client's brand and message
- Managed projects from conception to completion, ensuring that all deliverables were completed on time and within budget
- Contributed to the development of branding and visual identity guidelines for clients, ensuring that all creative work adhered to these guidelines
- Worked closely with account executives to understand client needs and objectives, and provided creative solutions that exceeded their expectations

Graphic Designer and Production Artist

Enesco

2011 - 2017

- Worked with product and graphic design teams to create a cohesive collection of marketing signage for large corporate display shows
- Collected, managed, and compiled product data into easily searchable data sheets
- Adjusted, outlined, and edited product photography for various marketing materials including web ads, product displays, and catalogue usage
- Collaborated with product designers and photography teams to create cohesive collection imagery for seasonal catalogs and B2B distribution packages
- Worked closely with art director to plan catalog and correlating signage for over 20 brands including additional licensed brands such as Lolita and Disney
- Created high end direct to consumer packaging designs and print production files for licensed and in-house brands
- Actively followed licensed style guides to create approved products and supporting signage
- Worked with industrial adhesive mounting machinery and large format printers
- Visited offsite printing houses and inspected printer catalog proofs