

# BLAKE VALLOTTON

ART DIRECTOR — SOUTHERN CALIFORNIA — (209)814-3444  
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**HELLO!** I'm an innovative Art Director known for spearheading futuristic brand experiences, campaigns, and digital designs. Leveraging a BFA in Design and Photography, I've collaborated with iconic brands like PacSun, Taco Bell, and 5.11 Tactical, demonstrating strategic ideation and empathy-driven leadership. Embracing the ethos of being a "jack of all trades," my diverse background in photography, design, fashion, videography, and fine art enriches my ability to foster extensively creative brand campaigns. Beyond work, I'm a hobbyist who enjoys Brazilian Jiu-Jitsu, skateboarding, pickleball, and scriptwriting. *Cheers!*

## PROFESSIONAL EXPERIENCE

**TACO BELL®** ..... 2020 - PRESENT  
ART DIRECTOR

- Led large brand experiences [ex. Big A\*\* Mexican Pizza Launch Party].
- Redesigned core uniforms.
- Led a team of creatives to create successful projects and campaigns.
- Demonstrated strategic thinking and ideation in developing compelling brand visions.
- Art directed extensive campaigns [ex. Crocs collab, Dragon Paradise launch, etc.].
- Created award-winning digital designs [ex. W3 Awards 2021].

**PACSUN® (VIA DOMESTIC CONCEPTION)** ..... 2019 - 2020  
FREELANCE APPAREL DESIGNER

- Translated the provided mood board clothing concepts in line with Pacsun's trend.
- Presented the graphics to Pacsun for consideration.
- Pacsun selected the designs they wanted to proceed with after the presentation.

**FULLERTON FREE™** ..... 2018 - 2020  
ART DIRECTOR

- Rebranded Fullerton Free including look & feel, logo, website, app, and signage.
- Lead the creative team through all art initiatives.
- Art directed for design, photography, film, installations, and creative arts.

**FREELANCE** ..... 2014 - PRESENT  
ART DIRECTOR + DESIGNER + PHOTOGRAPHER

- Collaborated with brands including FashionNova, Pacsun, 5.11 Tactical, and Black Diamond in freelance art direction, design, and photography.
- Provided creative expertise to bands such as SWMRS, King Shelter, and Fake Parents, as well as various local companies and non-profits.
- Offered professional photography services to Selkirk, a leading brand in the pickleball industry.

## EDUCATION & CERTIFICATIONS

### BACHELOR OF FINE ARTS

Majors: Design and Photography  
Biola University

### SOCIAL MEDIA MARKETING CERTIFICATION

HubSpot

## KEY COMPETENCIES

- Campaign Ideation
- Concept Development
- Team Leadership
- Visual Storytelling
- Branding Strategy
- Adobe Creative Suite
- Figma

## GALLUP STRENGTHS

1. Futuristic
2. Ideation
3. Strategic
4. Relator
5. Empathy