



Blake Davey Vallotton

Current Work

ART DIRECTOR Fullerton Free

2018 — Present Full-time

- + Rebranded Fullerton Free. Including look & feel, logo, website, app and signage.
- + Built a design team from the ground up comprised of in-house designers, freelance designers, and volunteers.
- + Lead the creative team through all art initiatives.
- + Art Directed for design, photography, film, installations and creative arts.
- + Lead design for an 8,000-person event.

APPAREL DESIGNER Domestic Conception

2019 — Present Freelance

- + Designed 40+ graphics tees for Pacsun.
- + Part of a 5-person team that consistently works with Tillys, Urban Outfitters, Ross, and Zumiez.
- + Curated style-boards based on current trends.
- + Kept up with quick-deadlines in a fast-paced industry.

ART DIRECTOR (MUSIC) Saintfang

2018 — Present Freelance

- + A.D. for Coquí who is a member of 30 Seconds to Mars' touring band.
- + A.D. for City Club, a start-up band with members that have played with Bishop Briggs, Lovelytheband, and other notable artists.
- + A.D. for King Shelter which has been featured on Obey Clothing's music blog and Spotify curated playlists; gleaming over 1-million-plays on their top-song.
- + Created graphics, shot photography, and directed music videos for each of the bands.

Experience

GRAPHIC DESIGNER 5.11 Clothing

2017 — 2018 Full-time

- + Key member of the marketing team. Produced ads, look-books, and packaging.
- + Assisted in the creative process of video ads and design initiatives.
- + Lead photo shoots for products and retail openings.
- + Art Directed for social media ads.

GRAPHIC DESIGNER Merritt Studios

2017 — 2018 Freelance

- + Part of a two man team that has done work for brands: Black Diamond, 5.11 Tactical, and Vans.
- + Acted as the creative assistant and graphic designer.
- + Created catalogs and ads for the top action sport brands.

GRAPHIC DESIGNER David Riley Associates

2017 Temporary freelance

- + Sole designer that created logos, icons and graphics for their array of clients.
- + Often assisted in interior design for growing organizations and businesses.

ART DIRECTOR Yeah Dude Studio

2016 Pop-up studio

- + Lead a group of twelve designers.
- + As a team, we created and produced a large graphic for a local university.
- + My graphic was used for the art installation.

Education

BFA DESIGN & PHOTOGRAPHY

Biola University

May 2017

Contact Info

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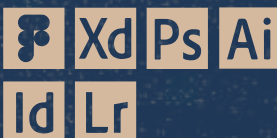
blake.red

INSTAGRAM

@www.blake.red

Expertise

PROGRAMS



Figma / Adobe Suite
G suite / Microsoft Office

SKILLS

Art Direction Photography
Apparel Design Digital Design
Print Design Product Design
Concepting Video Production
Illustration Mixed Media Art