

BLAKE BOONE

Graphic Designer / Digital Designer / Website Designer

Jacksonville, FL

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Professional Summary

Senior Designer and Visual Storyteller with over a decade of experience creating scalable, human-centered design systems that connect clarity, storytelling, and structure. Skilled in translating complex information into engaging content experiences that drive understanding and inspire action. Adept at collaborating across disciplines to build frameworks that align brand strategy, creative execution, and user needs. Passionate about how language, hierarchy, and visual design intersect to shape perception and simplify choice — helping audiences find what matters most.

Core Skills

Content Design & UX Writing • Information Architecture • Visual Storytelling
Design Systems Development • Taxonomy & Metadata Strategy • AI-Assisted Design
Brand Identity & Campaign Systems • eCommerce Merchandising • Adobe Creative Cloud
Cross-Functional Collaboration • Data-Driven Design • Global Content Consistency

Professional Experience

Fanatics, Inc. — Jacksonville, FL

Graphic Designer → *Interim Lead Designer (NHL)*

Oct 2021 – Present

- Led visual direction and campaign look-and-feel development for NHL initiatives, establishing cohesive identity systems across digital, social, and brand touchpoints.
- Built complete identity packages for original content and branded series, including title treatments, typographic systems, color frameworks, and graphic toolkits.
- Served as typographic and color lead, defining hierarchy, rhythm, and visual nuance across multi-format creative executions.
- Concepted and executed premium design solutions across social, digital, editorial, and motion deliverables in collaboration with creative directors, writers, and producers.

- Leveraged AI-assisted design workflows to accelerate concept exploration, generate visual references, and enhance creative iteration for high-profile initiatives, including **Olympic-themed jersey concept development**.
- Illustrated, composited, retouched, and adapted assets across styles and formats to meet evolving campaign needs while maintaining brand integrity.
- Translated early-stage concepts and rough thinking into polished, production-ready creative under tight timelines.
- Partnered with product, UX, and marketing teams to improve information hierarchy, clarity, and storytelling across customer journeys.
- Contributed to a **31% increase in sales and engagement** by elevating design clarity and consistency across digital merchandising and campaign experiences.

Talk of the Town Restaurant Group — Orlando, FL

Graphic Artist & Website Designer | Mar 2015 – Oct 2021

- Led creative development across five restaurant brands, building cohesive content and communication systems from concept through production.
- Designed and structured user-facing information across menus, websites, and promotional campaigns — improving usability and engagement.
- Partnered with leadership to create tone and messaging guidelines that strengthened brand cohesion across physical and digital experiences.
- Redesigned websites and developed mobile-friendly menus that increased conversion and traffic by **18%**.
- Supported community initiatives including **Special Olympics Florida**, designing campaigns that united brand storytelling with purpose.

Education

Full Sail University — MFA, Media Design, Magna Cum Laude (2012)

University of Memphis — BFA, Graphic Design, Cum Laude (2007)

Portfolio

www.blakeiris.com — Showcasing systems-driven design, digital storytelling, and brand experience