

BLAKE BOONE

Senior Graphic Designer | Brand Systems | Website Designer | Production Designer
Jacksonville, FL
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Professional Summary

Senior Graphic Designer with 10+ years of experience developing scalable brand systems, production-ready creative assets, and high-volume marketing campaigns across sports, retail, eCommerce, and hospitality industries. Expertise in Adobe Creative Suite, visual storytelling, packaging concepts, print and digital production, asset adaptation, and cross-functional collaboration. Proven ability to manage multiple stakeholders, maintain brand consistency across complex campaigns, and leverage AI-powered design tools to improve creative workflows, speed, and scalability. Passionate about combining strategic thinking, production excellence, and emerging technology to deliver impactful brand experiences.

Core Skills

Brand Identity Systems	Production Design
Campaign Development	Print & Digital Production
Color Management	AI-Assisted Design Workflows
Asset Adaptation & Versioning	Creative Automation
eCommerce & Retail Marketing	Typography & Layout Systems
Creative Problem Solving	Cross-Functional Collaboration
Stakeholder Management	Print Production

Software

Adobe Illustrator	WordPress
Adobe Photoshop	ChatGPT
Adobe InDesign	Google Gemini
Adobe Lightroom	Adobe Firefly
Figma	Claude Ai

Professional Experience

Fanatics, Inc. — Jacksonville, FL

Graphic Designer | → Interim Lead Designer (NHL) | Oct 2021 – Present

Supported high-profile initiatives including USA Hockey Olympic creative development, NHL Winter Classic, NHL Stadium Series, Nike Army 250 Collection, and MLB City Connect campaigns.

- Led creative development and production execution for NHL, collegiate, and licensed sports initiatives across digital, retail, social, and marketing channels.
- Collaborated across marketing, merchandising, licensing, product development, and eCommerce teams to deliver brand-consistent creative solutions supporting business objectives.
- Managed multiple concurrent projects while collaborating with marketing, merchandising, product, licensing, and creative teams to deliver high-quality work on deadline.
- Produced production-ready creative assets and marketing materials while maintaining strict brand standards, visual accuracy, and quality control.
- Leveraged AI-assisted design workflows to accelerate concept exploration, creative iteration, asset generation, and production efficiency for large-scale campaigns.
- Developed scalable visual systems supporting thousands of creative assets across NHL and collegiate campaigns while maintaining brand consistency across multiple channels.
- Established typography, color, and visual hierarchy systems that strengthened brand recognition and improved customer engagement.
- Adapted creative across multiple formats, audiences, and distribution channels while preserving design integrity and consistency.
- Contributed to a 20% increase in sales and customer engagement through improved design clarity, merchandising strategy, and campaign execution.

Talk of the Town Restaurant Group — Orlando, FL

Graphic Artist & Website Designer | Mar 2015 – Oct 2021

- Led creative development across five restaurant brands, producing integrated marketing campaigns, promotional materials, websites, menus, signage, and customer-facing communications.
- Designed and prepared print-ready production files for restaurant menus, menu holders, promotional collateral, direct mail pieces, and event marketing materials.
- Developed outdoor advertising assets including billboards, exterior signage, banners, and large-format marketing displays while ensuring production accuracy and brand consistency.

- Created packaging concepts, product mockups, and promotional packaging presentations to support new menu launches and brand initiatives.
 - Managed apparel design and production for restaurant staff uniforms, promotional merchandise, and branded event apparel.
 - Partnered with printers, vendors, and production partners to ensure accurate color reproduction, quality control, and successful project execution.
 - Collaborated directly with executive leadership to maintain brand consistency across physical and digital customer experiences.
 - Managed multiple projects simultaneously while maintaining accuracy, organization, and production quality in a fast-paced environment.
 - Redesigned websites and mobile-friendly menu systems that increased traffic and conversions by 18%.
 - Created campaigns supporting community initiatives including Special Olympics Florida and local charitable partnerships.
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Education

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

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

Portfolio

www.blakeiris.com