

Lisa Blanco

lisablanco.com

510.846.4361

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CREATIVE DIRECTION & DESIGN

Experience

2020 - present

Williams-Sonoma Inc., | Mark & Graham

San Francisco, CA

Mark & Graham is a premium gifting brand specializing in monogramming and personalization within the Williams-Sonoma Inc. portfolio. Founded in 2012, Mark & Graham offers a range of personalized home goods and personal accessories through its catalog and ecomm business. - markandgraham.com

DIRECTOR, CREATIVE SERVICES

- Set, maintain and drive brand standards for all creative deliverables
- Lead creative vision and photography concepting
- Oversee a large rotating group of freelance photographers and stylists; lead photo art direction on set
- In partnership with Brand VP, oversee editorial tone and brand messaging
- Manage and lead the creative team
- Oversee eCommerce design to ensure high-quality, on-brand experience with push towards constant innovation
- Partner with merchandising to deliver compelling content and achieve business goals
- Anticipate growth and responsibility increases, project scope and quantity, relative to business growth; Manage and maintain team budget

2017 - 2020

Gap Inc. | Old Navy

San Francisco, CA

Old Navy is one of the largest apparel brands in the world, offering customers great style and quality for the family, online as well as in 1,000+ stores around the world. - oldnavy.com

DIRECTOR, CREATIVE

- Develop overall creative concepts - seasonal and special projects
- In collaboration with Styling and Editorial Directors lead campaign story-telling across channel
- Responsible for location/set, photographer and cast approvals
- Direct photo shoots in-studio and on location
- Responsible for image editing, retouch direction and final shareout with cross-functional teams
- Lead creative execution of in-store and online collateral - across internal creative team and agency
- Oversee and enforce the visual design for brand systems and style guides
- Recommend changes to process and guidelines that affect work, schedules, and budgets
- Manage design team—including daily workload, mentorship and individual development
- Present work and creative concepts to business partners and senior leadership

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Experience cont.

2011 - 2016

Perricone MD

San Francisco, CA

Perricone MD is a global leader in anti-aging skincare. Founded by Dr. Nicholas Perricone in 1997 and inspired by his revolutionary approach to healthy aging, Perricone MD offers a range of beauty products and nutritional supplements that deliver unparalleled results for every skin concern. - perriconemd.com

DESIGN DIRECTOR | 2015 - Dec 2016

- Lead creative direction for product launches and brand campaigns from packaging, video, photography, events, in-store and digital
- Manage internal design/editorial team and brand agency partner; including project and budget management
- Build development plan and process enhancements for creative department growth

LEAD DESIGNER | 2013 - 2015

- Creative lead for site redesign. Highlights include consulting on new platforms for integration, liaise between agencies and internal team on creative needs, approvals and overall QA
- Lead creative direction for makeup franchise, No Makeup Skincare. Execution highlights include new packaging concept, advertising, video, in-store and site experience.
- Design pitch decks and market week presentations, under direction of VP of Marketing
- Manage creative team and brand agency partner

WEB DESIGNER (*Freelance*) | 2011 - 2013

- Creative lead for site, email marketing and digital advertising
- Build and manage creative database; develop process and project milestones
- Front-end development support

Please inquire for client details prior to 2011

Education: 2000 - 2004 University of California Santa Barbara

- BA English (Honors) | Minor Art Studio; Minor French
- 2003 - 2004 King's College London, England

Skills:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Campaign Ideation, Art Direction, Web Design, Brand Strategy and Storytelling, Content Creation, Creative Team Development, Workflow Optimization