

ADAM DALTON BLAKE.

DESIGNER + ILLUSTRATOR

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DESIGN EXPERIENCE

BETSEY JOHNSON FOR GINA GROUP

NEW YORK, NY // 2023-PRESENT

SENIOR DESIGNER

SOCKS - BETSEY JOHNSON

designed and executed sock designs for Betsey Johnson licensing including implementing existing IP while creating own prints and pattern in Betsey Johnson Style

BOMBAS

NEW YORK, NY // 2021-2022

ASSOCIATE DESIGNER

SOCKS - PARTNERSHIPS

designed and executed sock designs in collaboration with corporate partnerships and artist collaborations among others. Worked with Eric Carle, Disney Pixar as well as influencer chef Sophia Roe and The Ruth Ellis Center to create IP and designs using existing IP to create captivating and exciting products.

BONOBOS

NEW YORK, NY // 2016-2021

DESIGNER

KNITS, SWEATERS, SOCKS, UNDERWEAR, GRAPHICS

designed and executed seasonal knits and sweaters assortment from the research stage, to stitch development, fabric selection, development tech packs, seasonal assorting, linelist creation, and bulk tech packs.

created successful graphic tee and sweater program with hand drawn graphics and artwork, proving to be consistent top sellers

collaborated with cross-functional production partners to decrease development ratio, and raise IMU for knits and sweaters assortment. revolutionized assortment to compete with top sellers at the company

spearheaded sock product launch, as well as successful pride capsule collection.

ADAM DALTON BLAKE

NEW YORK, NY // 2016-PRESENT

CREATOR + DESIGNER, ILLUSTRATOR

designed and created seasonal collections including knits, shirts, pants, denim and other woven garments using original printed textiles and fabrics.

showed FW18 at New York Fashion Week in LIFEWTR X CFDA collaboration with press coverage from Vogue, WWD, Daily Front Row, CFDA and Man of Metropolis.

sold out multiple pop-up shops in collaboration w/ The Phluid Project for pride capsules, and partnered with Nineteenth Amendment for wholesale retailing

ILLUSTRATION EXPERIENCE

BONOBOS

created original graphics for garments as well as custom artwork for full repeats for woven and bottoms categories. demand grew higher as garments with custom artwork remained at the top seller position. spearheaded pride graphics capsule collection consisting of graphics on tees, socks, and swim trunks.

conceptualized and executed pride mural for 2020 and 2021 to successful instagram engagement and coverage from Insider and Mr. Magazine. praised by WGSN as brand that is "doing pride right"

illustrated typography for instagram of queer activist quotes for bonobos page for pride month. continued post-pride due to engagement success

SPIRITUAL GANGSTER

created original typography graphic for graphic yoga apparel brand based on seasonal direction. executed on last minute ideas in quick turn around time to fill needs in assortment.

LIFEWTR

created original graphic for water bottle executed and distributed on 40 million bottles. license extended for continued use due to success and engagement of pattern

created interactive mural for Teen Vogue Summit and Pepsi Celebration Day, with successful engagement

COOL: STYLE, SOUND AND SUBVERSION

organized and illustrated hundred of fashion subculture croquis for coffee table book by v magazine creative director Greg Foley. researched countless of fashion trends through the ages internationally. collaborated with Foley directly.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD)

PROVIDENCE, RI // CLASS OF 2016

BFA MEN'S APPAREL DESIGN

selected as CFDA+ Design Graduate

coverage of senior collection from Teen Vogue and WWD

STOLL AMERICA

NEW YORK, NY // 2017

IBO KNITTING INTENSIVE