

AMBER V. BALDWIN

Creative Lead
Brand & Product Design
Lifestyle Brands

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About Me

Creative Philosophy

I create brands, products, and experiences that inspire meaningful connection through thoughtful design, intentional details, and compelling storytelling.



Creative Lead | Brand & Product Design | Lifestyle Brands

To me, great design is about more than creating beautiful products—it is about creating moments people remember. Whether through a thoughtfully designed collection, a carefully crafted package, or a cohesive brand experience, I strive to create work that feels welcoming, intentional, and meaningful.

Over the past nine years, I've led the development of product collections, packaging systems, licensed brands, and visual experiences for nationally recognized retailers. I enjoy bringing together strategy, consumer insight, and collaboration to guide ideas from concept through production while balancing creativity with commercial success.

I believe the strongest brands are built through consistency, craftsmanship, and attention to detail. Every product, photograph, package, and interaction should contribute to a larger story—one that people don't just see, but genuinely experience.

What I Bring:

- Creative Direction
- Product & Collection Development
- Brand Storytelling
- Packaging Design
- Licensing & Brand Stewardship
- Cross-Functional Leadership
- Global Manufacturing
- Product Photography
- Consumer Insights

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Product Design

Selected Work

Peanuts x Magenta | Coming Soon to Stores, 2026







Warner Bros Elf + Rae Dunn | Christmas 2025-2026











Strawberry Shortcake x Magenta | Coming Soon to Stores, Christmas 2026 + Spring 2027

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Licensed Seasonal Collection

Co Brand: Rae Dunn & Winnie the Pooh | Harvest 2025



Role: Creative Lead • Product Design • Collection Strategy • Trend Research • Packaging • Licensing • Factory Collaboration

Retailers: TJ Maxx • Marshalls • HomeGoods

Scope: 35 SKUs across tabletop and housewares

Overview:
This collection launched Rae Dunn's first Winnie the Pooh co-branded tabletop assortment for Fall 2025. As creative lead, I translated seasonal trend research into a cohesive licensed collection spanning tabletop, mugs, serve ware, and housewares. Working across merchandising, licensing, sourcing, and overseas manufacturing, I guided the program from concept through production to deliver a commercially successful retail collection.

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Licensed Seasonal Collection

Co Brand: Rae Dunn & Winnie the Pooh | Harvest 2025

The Vision







Material Language: Reactive Glaze | Wax Resist | Exposed Clay |Raised Relief.



Consumer Insight: Customers gravitated toward hand-crafted finishes and nostalgic woodland storytelling.



Color Palette: Earthy neutrals | Warm harvest tones



Our objective was to elevate Rae Dunn's signature simplicity by introducing richer material finishes and layered storytelling while preserving the brand's recognizable aesthetic.

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Licensed Seasonal Collection

Co Brand: Rae Dunn & Winnie the Pooh | Harvest 2025

Leading The Process

To help structure our development I created a **Roadmap Tracker**

-Tracked 300+ concepts across multiple Licensed products per quarter

-Prioritized SKU development

-Aligned merchandising and design

-Increased visibility across cross-functional teams

TT & HOW IPs	TT SKUs	HOW SKUs	Notes
Villains	29	6	
Winnie the Pooh	36	9	
Nightmare Before Christmas	36	8	
Coco	7		
Where the Wild Things Are	4		
Harry Potter	43	11	
Peanuts Halloween	43	6	
Peanuts Harvest	30	11	
Peanuts Football	17	5	
MMLM Halloween	7		Non- Cobrand
Hocus Pocus	14		
Bambi	14		
Mickey & Friends HW	28		
Mia Charro Harvest	6		Non- Cobrand
	314	56	0

To Be be Developed Per Designer							Current SKU Co
TT & HOW IP	Total projected SKU's Designed per designer	SKU's to be designed with 65% Buffer per designer	TT Totall SKU's Created Per Occasion	Serve SKU's Created	Storage SKU's Created	Kitchen SKU's Created	Dr Cr
ains	17.5	13.46153846	Villains	6	5	3	
nie the Pooh	22.5	17.30769231	Winnie the Pooh	3	6	6	
mare fore Christmas	22	16.92307692	Nightmare Before Christmas				
co	3.5	2.692307692	Coco				
here the Wi ings Are	2	1.538461538	Where the Wild Things Are				
rry Potter	27	20.76923077	Harry Potter				



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Licensed Seasonal Collection

Co Brand: Rae Dunn & Winnie the Pooh | Harvest 2025

Final Product

RD452631



D452411







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Licensed Seasonal Collection

Co Brand: Rae Dunn & Winnie the Pooh | Harvest 2025

Collection Impact

-Developed as the inaugural Winnie the Pooh × Rae Dunn tabletop collection, this program required balancing licensed brand standards, trend forecasting, merchandising strategy, and overseas production to deliver a cohesive seasonal assortment for TJX retailers.

[35] SKUs Developed	[3] Retail Partners	[2] Product Categories	[100K+] Units Ordered

MY ROLE:

Creative Direction | Collection Strategy | Trend Forecasting | Product Design | Licensing | Factory Collaboration | Cross Functional Leadership

KEY CONTRIBUTIONS

• **Designed and implemented** the first development roadmap for licensed tabletop collections, creating a shared planning system across merchandising, licensing, sourcing, and design.

• **Translated** global trend research into seasonal creative direction, defining color, material, and storytelling strategies across the collection..

• **Directed** product development from concept through overseas production, balancing licensing requirements, manufacturing constraints, and retail goals.

• **Presented** creative concepts and collection strategy to senior stakeholders, incorporating feedback while maintaining collection cohesion.

BEST SELLERS



COLLECTION SNAPSHOT

Result: Established a scalable development framework that was later adopted for all Licensed tabletop programs.

Design Challenge
Create a licensed tabletop collection that balanced Rae Dunn's minimalist aesthetic with Disney storytelling while introducing elevated finishes suitable for TJX's Fall assortment.

Global Trend
Whimsical Woodland Fable

Role
Senior Product Designer

Timeline
14months

Retailers
TJ Maxx | Marshalls | Homegoods

Outcome
100K+ Units Ordered
12/35 SKUs approved for retail launch
2 Best Sellers in store

Materials & Technique
Ceramic & Wood
Reactive Glaze
Exposed Clay Finish
Wax Resist
Deboss
Relief Plaques

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Company-Wide Packaging System

Magenta Inc. | 2022- Current

The Challenge

As Magenta expanded into new brands, licensed properties, and product categories, our packaging lacked consistency. Each collection was developed independently, resulting in inconsistent customer experiences, unnecessary material usage, and duplicated design effort across teams.

Recognizing the need for a scalable solution, I proposed Magenta's first company-wide packaging system and volunteered to lead the cross-functional task force responsible for developing it.







BEFORE- Fragmented Packaging

Every product packaged differently
Inconsistent branding
Excess material
No centralized documentation







AFTER- Unified Packaging System

Unified structural system
Shared design language
Reduced material usage
Company-Wide Packaging Manual







My Role:

Creative Strategy
Packaging Systems
Structural Direction
Adobe Library Development
Packaging Standards
Cross Functional Leadership
Task Force Lead

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Company-Wide Packaging System

Magenta Inc. | 2022- Current

The Strategy

I worked with the cross-functional team to identify core packaging needs, define standardized structural formats, and develop modular "shell" templates that could be adapted across brands. These assets were organized through a shared Adobe Library and documented in a company-wide packaging manual, creating a scalable system for teams across categories.

CELEBRATE



Celebrate the brand's collectability and gift-giving reach.

FEEL



Engage the customer with the product. (touch, see, feel, experience)

HERO



Communicate the product form, use or intention.

PROTECT

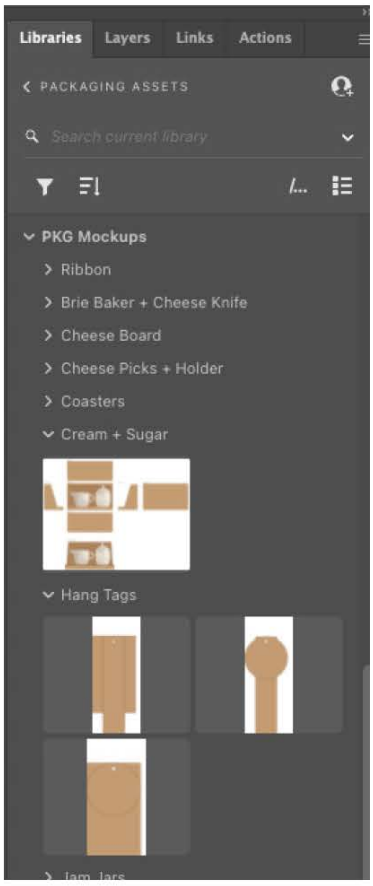


Protect the product through the journey of in the store and to their home.

REDUCE



Reduce unnecessary materials. (eco consciousness, re-usability, etc.)



Packaging Philosophy:

Create a recognizable brand language that reduces friction at retail, communicates product purpose, protects the product journey, and maintains an authentic brand voice across categories.

The Standard:

A modular packaging hierarchy established consistent rules for branding, structure, protection, gift-ability, and material use across product categories.





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Company-Wide Packaging System

Magenta Inc. | 2022-Current.

System in Practice

The new structural system replaced inconsistent acetate packaging with modular paperboard solutions that reduced material usage, improved sustainability, and created a stronger shelf presence while maintaining flexibility across brands and product categories.

Before



New Structural Packaging



Retail Shelf



System Impact:

7 Product categories: Tabletop, Housewares, Kitchen Soft Home, Bath Soft Home, Pet, Desk, Beauty

20+ Packaging Structures for Hang tags, stickers, boxes, trays, and more set ups

6 Major Brands Supported

5 Core design principles

1 Company Wide Packaging Manual

Result:

Established a scalable packaging framework that unified structural and visual standards across brands while providing teams with reusable tools for future development.

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Lifestyle Product Collection

Seasonal Q4 Valentine's Day | 2024

The Collection



Role: Creative Lead • Product Design • Collection Strategy • Trend Research • Packaging • Factory Collaboration

Retailers: TJ Maxx • Marshalls • HomeGoods

Scope: 60 SKUs across tabletop and housewares

Overview:
As creative lead for Rae Dunn's Q4 2024 Valentine's Day collection, I translated seasonal trend research and consumer insights into a cohesive 60-SKU assortment spanning tabletop and housewares. Working across merchandising, sourcing, packaging, and overseas manufacturing, I guided the collection from concept through production to deliver a commercially relevant seasonal program for TJX retailers.

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Lifestyle Product Collection

Seasonal Q4 Valentine's Day | 2024

Concept to Production

I translated seasonal trend research and consumer insights into a focused creative direction built around warm Valentine's color, tactile ceramic finishes, and gift-able forms. From there, I developed the inspiration boards and product concepts, directed CAD development, and partnered with overseas factories through sampling and production to maintain the collection vision.

Trend & Insight



Concept Development



Sampling & Production









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Lifestyle Product Collection

Seasonal Q4 Valentine's Day | 2024

Collection Impact

This collection demonstrates my ability to translate seasonal consumer trends into commercially relevant lifestyle products—from creative direction and assortment strategy through product development and retail launch.

[60] SKUs Developed	[3] Retail Partners	[2] Product Categories	[30K+] Units Ordered

MY ROLE:

Creative Direction | Collection Strategy | Trend Forecasting | Product Design | Assortment Development | Factory Collaboration

KEY CONTRIBUTIONS

- **Translated** seasonal trend research and consumer insights into a cohesive Valentine's creative direction spanning color, material, form, and storytelling.

- **Built** a 60-SKU assortment strategy across tabletop and housewares, balancing seasonal newness, gift-ability, brand recognition, and retail appeal.

- **Directed** product development from concept and CAD through sampling and overseas production, refining materials, finishes, graphics, and construction throughout development.

- **Partnered** with merchandising and sourcing to prioritize commercially viable concepts and evolve the assortment in response to retailer feedback.

COLLECTION SNAPSHOT

Role
Senior Product Designer

Timeline
14months

Retailers
TJ Maxx | Marshalls | Homegoods

Outcome
30K+ Units Ordered | 11/60 SKUs approved for retail launch

Materials & Technique
Ceramic & Wood | Wax Resist | Deboss | Relief Plaques









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Mass Retail Wall Decor

Target Back-to-College Collection | 2018

Retail Product Design









Role: Product Designer • Trend Research • CAD Development • Packaging • Factory Collaboration

Retailers: Target

Category: Wall Decor

Overview:
Developed a coordinated wall decor collection for Target's 2018 Back-to-College program, translating geometric and metallic home trends into accessible decor for dorms and first apartments. I developed the concepts, dimensional specifications, CAD/ design sheets, and production direction in partnership with overseas manufacturing

Design Direction:
The collection paired geometric forms with a restrained white-and-gold palette to create a modern, elevated aesthetic appropriate for Target's young-adult customer. Designs were developed across ceramic, metal, and mirror constructions with retail-ready hanging and packaging solutions.

WALL DECOR
CERAMIC PINEAPPLE (4" X 11" X 2.5")
CERAMIC DIAMOND (3.5X4X1")
MIRROR AND ALUMINUM (BOTH 11X18X2")

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Lifestyle Product Photography

Common Ground Gin | 2020

Lifestyle Campaign







Role: Art Direction • Product Photography • Styling

Overview:
Art directed and photographed a lifestyle campaign for Common Ground Gin, developing a warm, intimate visual world inspired by cocktail culture and at-home entertaining. I developed the shot direction, styling, lighting, composition, and final photography to position the product within an elevated but approachable lifestyle setting.

Creative Direction:
Warm ambient light • Reflective surfaces • Botanical ingredients • Intimate entertaining • Elevated cocktail culture

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Art Direction

Selected Work



Lifestyle Campaign | Juice Co LG + AVB Visuals | 2019- Current











Lifestyle Campaign | AVB Visuals | 2021



Lifestyle Campaign | DAV + AVB Visuals | 2020

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Let's Create Something Meaningful.

I create brands, products, and experiences that inspire meaningful connection through thoughtful design, intentional details, and compelling storytelling.



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