Amber V. Baldwin

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Creative Lead | Brand Experience | Creative Direction

Creative leader with 9+ years building cohesive brand experiences through product, packaging, photography, visual identity, and storytelling. Experienced leading cross-functional creative initiatives from concept to launch while translating consumer insight into meaningful, memorable experiences across physical and digital touchpoints.

Leadership & Strategy

Creative Direction
Brand Strategy
Visual Storytelling
Art Direction
Licensing & Brand Stewardship
Creative Leadership
Brand Systems
Consumer & Trend Insights
Cross-Functional Leadership
Creative Presentations
Team Mentorship

Design & Production

Product & Packaging Design
Color & Surface Direction
Product Photography
Global Manufacturing
Factory Collaboration
Prepress & Production
Adobe Creative Cloud
Illustrator
Photoshop
Indesign
Lightroom
Microsoft Office
Asana

Brands & Creative Partnerships

TJX, Target, HomeGoods,
World Market,
Bed Bath & Beyond,
BoxLunch,
Disney, Peanuts ,Pixar,
Rae Dunn, Warner Bros

Education

San Jose State University
BA in Design Studies,
BA in Art & Studio Practices,
Minor in Photography

Experience

Senior Product Designer | Magenta Inc. | Oct 2020-Present

-Presented seasonal collections and creative vision to executive leadership, merchandising, licensing, and cross-functional stakeholders, guiding revisions while protecting collection integrity.
-Established a scalable packaging system adopted across five product categories and over six licensed brands, improving consistency, efficiency, and brand storytelling
-Defined creative direction across color, materials, typography, packaging, product form, and visual storytelling to create cohesive seasonal brand experiences.
-Direct licensed development for Rae Dunn, Peanuts, Disney, Warner Bros., and Mia Charro, balancing brand standards, retailer expectations, consumer appeal, and production requirements.
-Lead the creative development of 100+ seasonal SKUs each quarter across tabletop, home décor, beauty, pet, and lifestyle collections for national retailers, translating consumer trends and brand strategy into commercially successful assortments.
-Directed Cross-functional creative execution from concept through launch, aligning product design, packaging, licensing, and manufacturing to deliver cohesive brand experiences.
-Align merchandising, licensing, sourcing, production, and manufacturing teams around cohesive seasonal direction while mentoring production artists across domestic and overseas teams.
-Earned two promotions—from Production Artist to Senior Product Designer—in recognition of expanding creative leadership, product expertise, and cross-functional impact.

Creative Director & Founder | AVB Visuals | Jun 2015- Present

-Lead creative strategy, brand identity development, and visual storytelling for lifestyle brands, mission- driven organizations, and small businesses, translating vision into cohesive experiences across print, digital, packaging, photography, and physical products.
-Set creative strategy and translate client goals into cohesive brand experiences across print, digital, ecommerce, and physical products.
-Direct multidisciplinary creative projects from discovery through launch, directing collaborators, vendors, timelines, client presentations, and final execution.

Associate Product Designer| E&E Co. JLA Art| Feb 2017- May 2019

-Designed market-ready wall décor collections for national retailers including Target, HomeGoods, and Bed Bath & Beyond.
-Translated retail trends, buyer direction, and brand requirements into commercially viable artwork, product concepts, and seasonal assortments.
-Partnered with overseas factories to refine materials, construction, color, and production details from concept through manufacturing.

Graphic Designer | Maple Press Printing Company | Jul 2015- 2016

-Designed brand, packaging, marketing, and print materials while managing prepress preparation and commercial production