

AMBER V. BALDWIN

Creative Lead
Brand Strategy
Art Direction

669.888.4913
avb.amber.baldwin@gmail.com
avbvisuals.com | @amber.baldwin.art
Santa Cruz, CA

About Me

Creative Philosophy

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



Creative Direction | Brand Experience | Brand Strategy

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
- Brand Strategy & Systems
- Brand Experience
- Art Direction & Visual Storytelling
- Brand Stewardship & Licensing
- Cross-Functional Leadership
- Product & Collection Development
- Packaging Design
- Photography & Consumer Insight

avb.amber.baldwin@gmail.com

Branding & Creative Direction

Selected Work

JLA Art | Royalty Wall Art | 2019



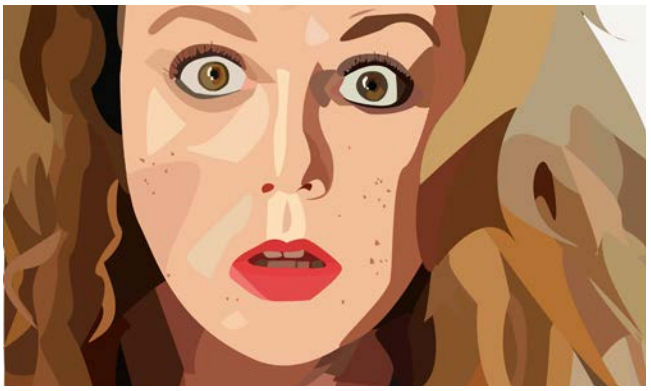


Common Ground Gin | Lifestyle Campaign | 2019



AVB Visuals | Editorial Campaign | 2018

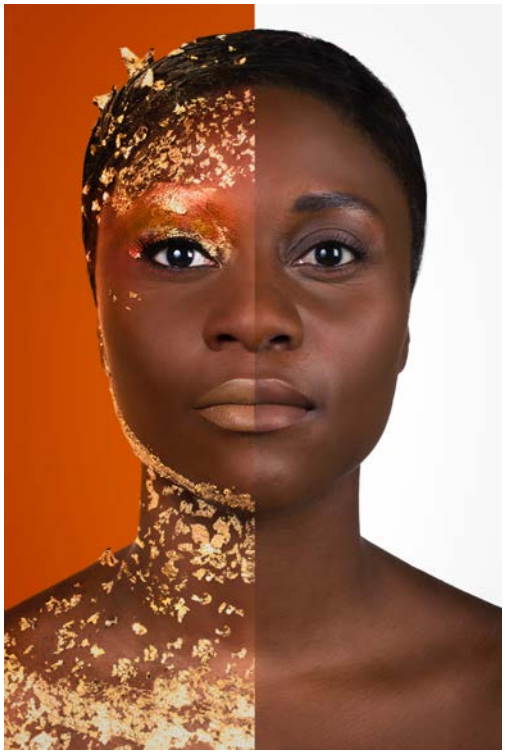
AVB Visuals | Self Portrait Illustration | 2013

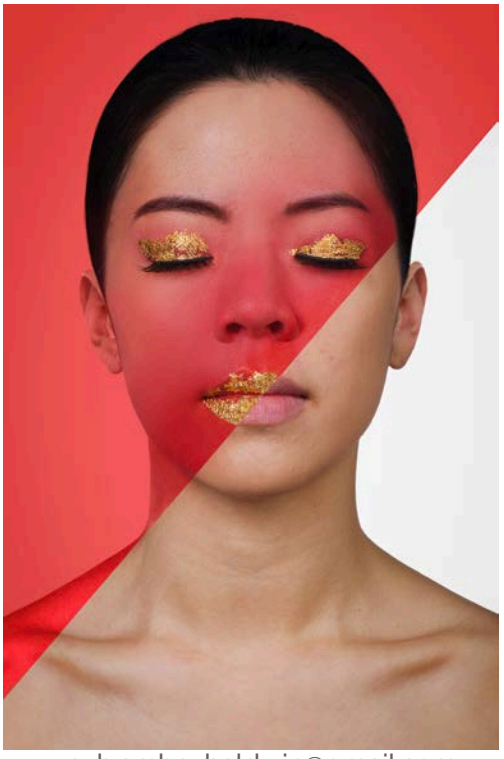


DAV | Lifestyle Campaign | 2020









avb.amber.baldwin@gmail.com

Branding & Brand Stewardship

Aurora Freedom | 2026-Current

Evolving the Brand

MY ROLE

Brand Stewardship
Creative Direction
Graphic Design
Visual Systems
Messaging
Art Direction
Event Experience
Founder Collaboration

Aurora Freedom is a growing nonprofit supporting individuals impacted by human trafficking through advocacy, allyship, awareness, counseling, and access to resources. The organization came to me with an established logo, color palette, and emerging brand guidelines, but rapid growth was creating a need for greater visual consistency across programs and touchpoints.

Working directly with the founder, I helped evolve and implement the existing identity into a more cohesive brand system—developing new visual assets, expanding program identities, refining messaging, and establishing consistency across digital, print, merchandise, and in-person experiences.

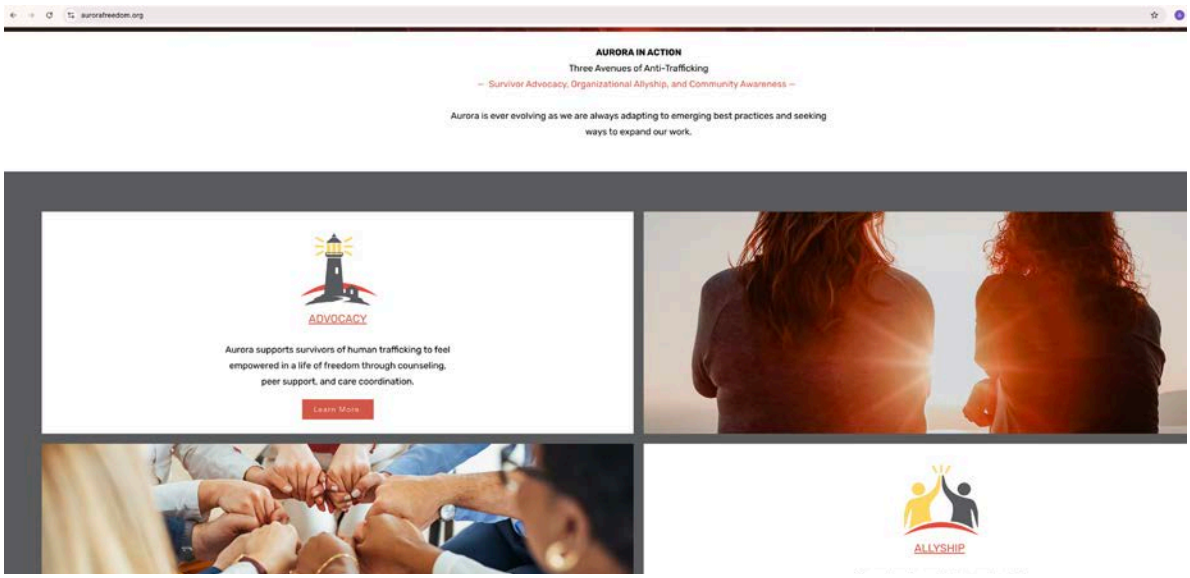
Expanding the Visual Language



Advocacy *Allyship* *Awareness* *Podcast* *Blog*

As Aurora expanded its programming and communications, I developed a family of supporting identities for Advocacy, Allyship, Awareness, Podcast, and Blog. Each needed to communicate a distinct purpose while remaining recognizable as part of the larger Aurora brand.





avb.amber.baldwin@gmail.com

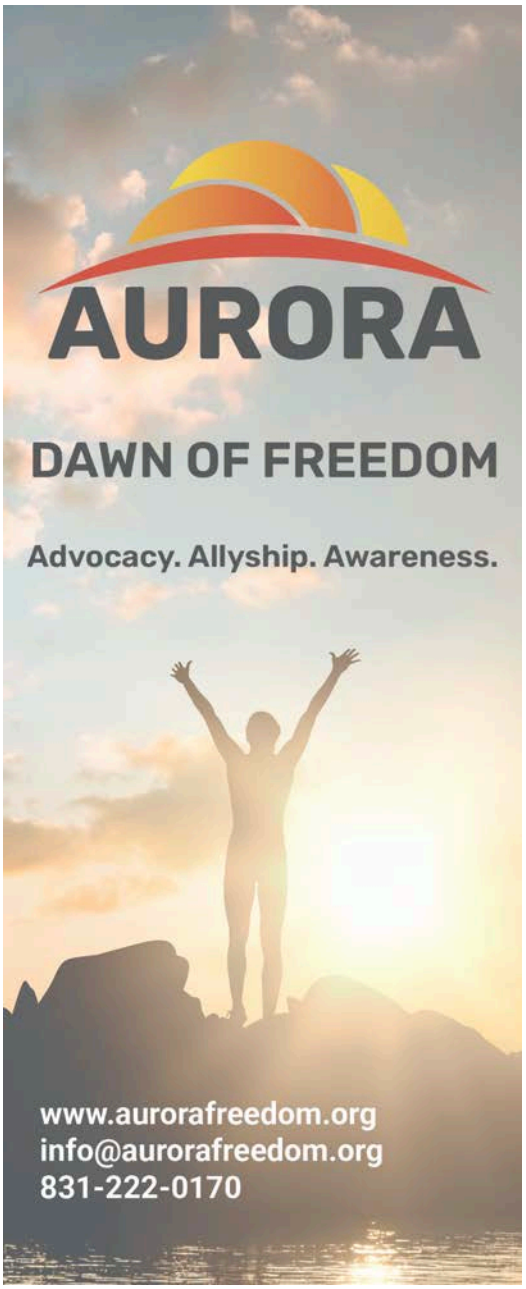
Branding & Brand Stewardship

Aurora Freedom | 2026-Current

Brand in Application

I translated Aurora's established visual identity into a flexible design language that could work consistently across print, digital, merchandise, and physical environments.

Environmental



Print & Collateral







Merchandise







Digital





avb.amber.baldwin@gmail.com

Branding & Brand Stewardship

Aurora Freedom | 2026-Current

Brand Experience

As Aurora expanded its community outreach, I extended the brand into its first cohesive event experience—designing how the organization would present itself across signage, merchandise, educational materials, collateral, and environmental touchpoints.



Concept



In Practice

avb.amber.baldwin@gmail.com

Branding & Brand Stewardship

Aurora Freedom | 2026-Current

Brand Impact

Built a scalable visual system that allows Aurora's growing programs, communications, and community experiences to feel like one recognizable brand.

[6] Program Identities	[15+] Brand Touchpoints	[5] Brand Channels	[2026-Current] Brand Stewardship

MY ROLE:

Creative Direction | Brand Stewardship | Visual Systems | Messaging & Copy Refinement | Brand Experience | Founder Collaboration | Cross-Channel Implementation

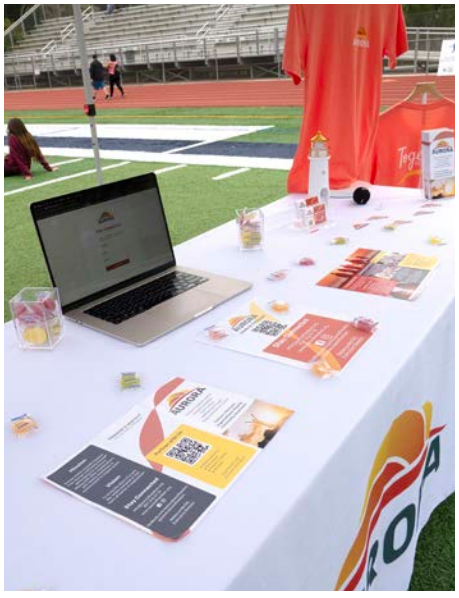
KEY CONTRIBUTIONS

- **Partnered directly with Aurora's founder** to translate organizational growth and evolving communication needs into cohesive visual solutions.

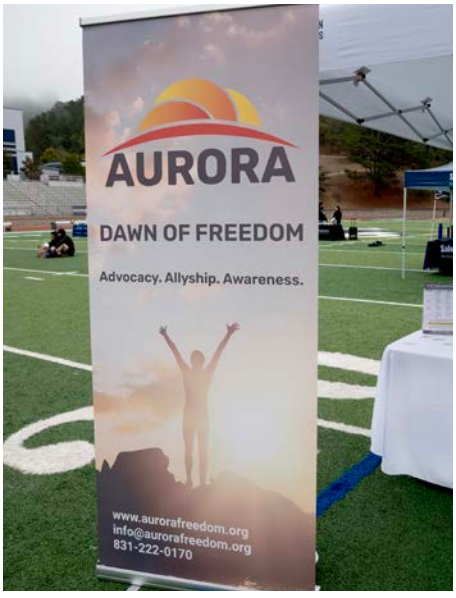
- **Expanded an established brand identity into a scalable visual system,** developing six program identities and maintaining continuity across print, digital, merchandise, presentations, and environmental applications.

- **Developed creative concepts from strategy through execution,** presenting options, incorporating stakeholder feedback, preparing production-ready artwork, and supporting implementation.

- **Extended the brand into physical experiences,** creating a coordinated event presence spanning signage, merchandise, collateral, informational materials, and environmental presentation.







avb.amber.baldwin@gmail.com

Retail Brand Experience System

Magenta Inc. | 2022-Current

The Brand Challenge

As Magenta expanded across brands, licensed properties, retailers, and product categories, packaging was being developed independently—creating an inconsistent brand experience at retail and making it difficult to build recognition across the portfolio.

I identified an opportunity to create a shared packaging language that could unify the customer experience while remaining flexible enough to support distinct brands, products, and licensing requirements.











BEFORE- Fragmented Brand Experience

- Inconsistent visual hierarchy
- Disconnected packaging structures
- Limited cross-category recognition
- Brand experience varied by product

AFTER- Unified Retail Brand System

- Shared visual language
- Consistent brand hierarchy
- Flexible multi-brand framework
- Recognizable cross-category experience

My Role:

- Creative Strategy
- Brand Systems
- Retail Brand Experience
- Visual & Structural Direction
- Cross-Functional Leadership
- Brand Standards
- Task Force Lead



avb.amber.baldwin@gmail.com

Retail Brand Experience System

Magenta Inc. | 2022-Current

Building the Brand System

Working with the cross-functional team, I helped define five principles for how Magenta's brands should show up through packaging: Celebrate, Feel, Hero, Protect, and Reduce. These principles became the foundation for a shared visual and structural language that could flex across brands while creating a recognizable Magenta retail experience.

CELEBRATE



FEEL



HERO

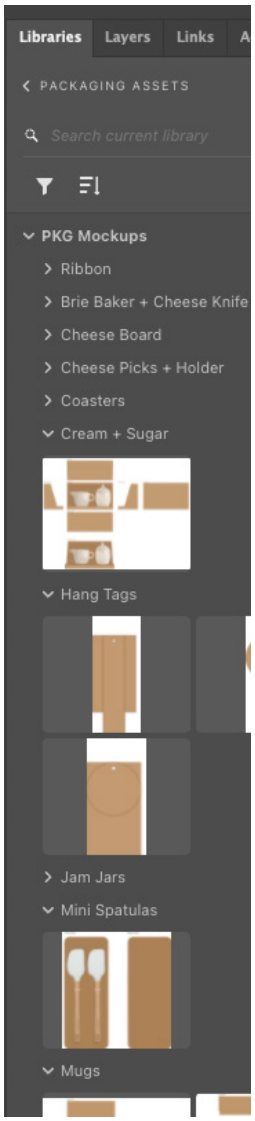


PROTECT



REDUCE





Brand Experience Principles:

CELEBRATE: Reinforce collectibility and giftability.

FEEL: Create opportunities for customers to experience the product.

HERO: Keep the product—not the packaging—at the center of the experience.

PROTECT: Support the product journey from factory to customer's home.

REDUCE: Eliminate unnecessary materials and visual clutter.

From Strategy to System:

The principles were translated into reusable structural templates, visual standards, shared assets, and a company-wide packaging manual—giving teams a consistent framework rather than redesigning packaging from scratch for every collection.





avb.amber.baldwin@gmail.com

Retail Brand Experience System

Magenta Inc. | 2022-Current.

Brand Impact

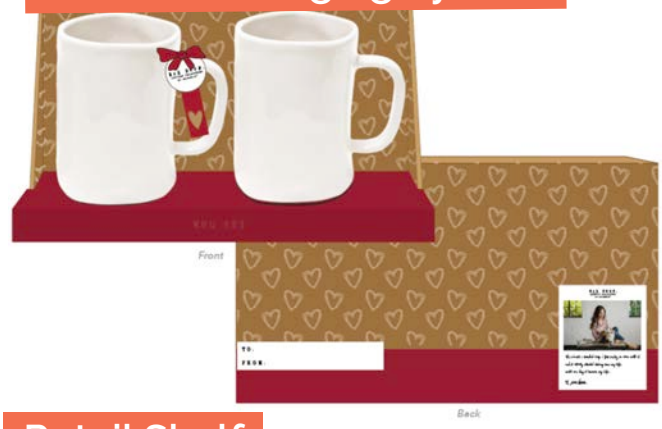
The system translated a shared brand philosophy into flexible packaging solutions across seven product categories and six major brands—creating greater consistency at shelf while allowing each brand and licensed property to retain its individual identity.

[7] Product Categories	[20+] Packaging Structures	[6] Major Brands Supported	[1] Company Wide Brand System

Before



Unified Packaging System



Retail Shelf



Result:

Established a scalable retail brand framework that unified how Magenta's portfolio showed up at shelf—creating greater consistency across brands and categories while giving internal teams a flexible system for continued growth.

From System to Experience

Consistency
Created a recognizable packaging language across brands and categories.

Scalability
Reusable structures and standards reduced the need to reinvent packaging for each new collection.

Flexibility
Allowed individual brands and licensed properties to retain their own identity within a shared framework.

Collaboration
Gave design, merchandising, sourcing, and production teams a common system for development.

avb.amber.baldwin@gmail.com

Branding & Brand Stewardship

Juice Co LG | 2019-Current

Visual Brand Direction

For more than seven years, I have partnered directly with Juice Co's founder to develop and maintain the brand's visual presence through ongoing photography and creative direction. From seasonal product launches and lifestyle imagery to events and digital content, I create a consistent visual language that evolves with the business while remaining recognizable to the brand.

[7] Years of Brand Stewardship

[100%] Product Line Photographed

[3] Photography Applications

[1] Long-Term Brand Partnership

MY ROLE:

Creative Direction | Art Direction | Photography | Styling | Visual Brand Stewardship | Seasonal Campaigns | Founder Collaboration | Event Photography







avb.amber.baldwin@gmail.com

Branding & Brand Stewardship

Juice Co LG | 2019-Current

Brand Consistency

Over multiple years of collaboration, I established a flexible photographic approach that allows Juice Co to remain visually recognizable across product, lifestyle, seasonal, and event imagery. I direct styling, composition, environment, props, and storytelling based on each campaign while maintaining the brand's fresh, approachable, wellness-focused identity.

Continuity Through Growth

As Juice Co's offerings evolved, I repeatedly photographed new and seasonal products within an established visual language, allowing the website and marketing materials to remain cohesive even as menus, products, locations, and campaigns changed.

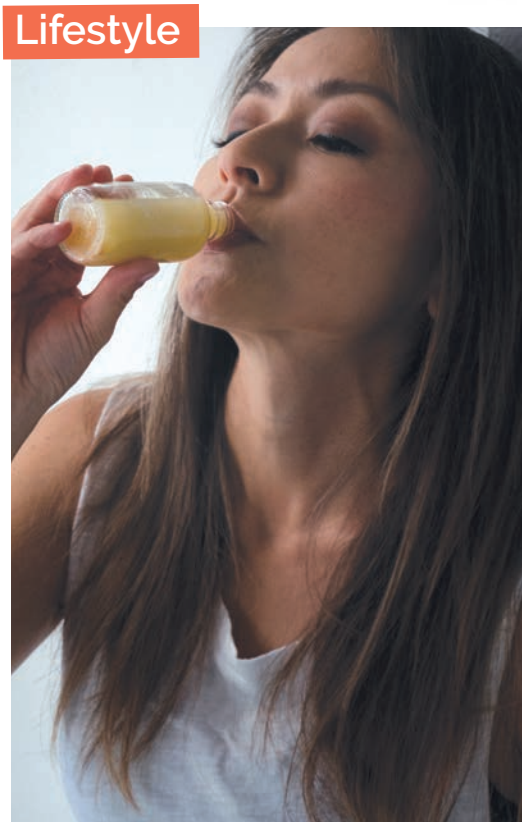
Seasonal



Product



Lifestyle



Event



Juice co LG | Visual Brand Applications: Product, Lifestyle, Seasonal Campaigns & Events
Creative Direction, Styling & Photography | 2019–current

avb.amber.baldwin@gmail.com

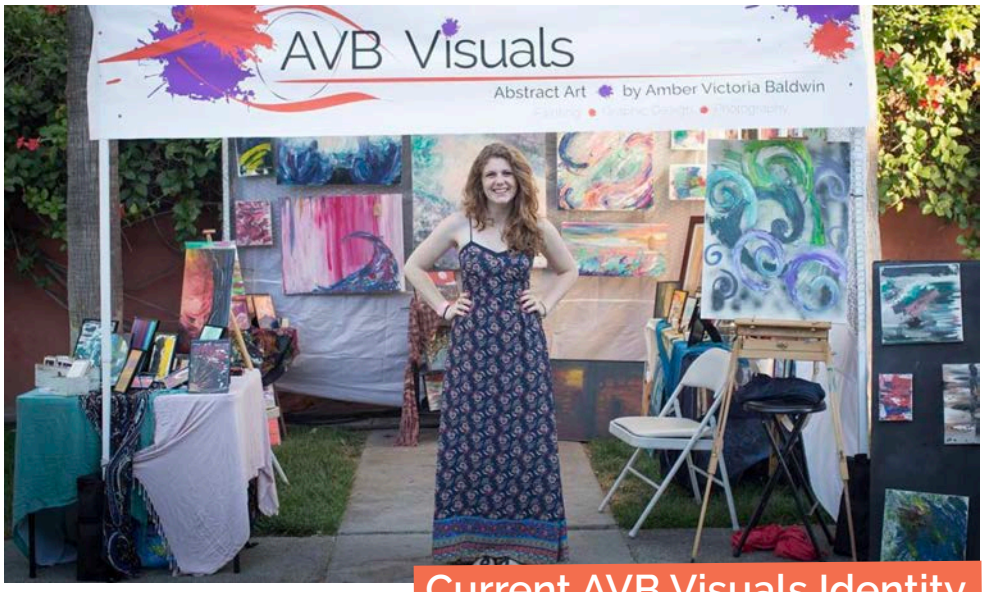
Independent Brand Deveopment

AVB Visuals | 2015-Current

Building a Brand

I founded AVB Visuals as an independent creative practice built around art, photography, and visual storytelling. What began with original artwork, local events, and direct-to-consumer sales evolved into a multidisciplinary brand spanning commercial photography, art direction, brand development, licensing, and product design. Today, AVB Visuals operates as both a creative studio and growing consumer product brand.

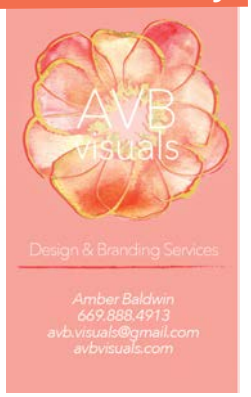
Original AVB Visuals Identity



Current AVB Visuals Identity



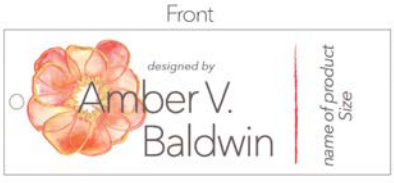












2015–2019 | Foundation
Original Art
Events + Art Shows
DTC Sales

2017–2020 | Photography
Fine Art Photography
Licensing + Royalties

2019–Current | Partnerships
JLA Art • Juice Co • HPE
Common Ground Gin • Aurora
Freedom

2020–Current | Creative Studio
Photography • Art Direction
Campaigns •
Brand Development

2026–Current | Consumer Brand
Product Development
Packaging • E-Commerc

avb.amber.baldwin@gmail.com

Independent Brand Deveopment

AVB Visuals | 2015-Current | Selected Work

From Artist to Creative Partner

AVB Visuals evolved from independent art and photography into a multidisciplinary creative practice spanning brand development, art direction, product design, and photography—from original studio campaigns and large-scale events to long-term brand partnerships.

MY ROLE:

Founder | Creative Director | Art Director | Photographer | Brand Designer | Product Designer







Flower Crown Girls | Original Editorial Campaign | Creative Direction + Photography | San Jose, CA | 2019-2020





HPE | Corporate Event Photography

Hewlett Packard Enterprise | Palo Alto, CA | 2019



JLA ART | Commercial Photography | Joshua Tree, CA | 2020

Independent Brand Deveopment

AVB Visuals | 2015-Current

From Creative Studio to Consumer Brand

The latest evolution of AVB Visuals brings my experience in brand development, product design, packaging, photography, and retail together within my own consumer brand. I develop original products from concept through presentation, building the visual identity, packaging, photography, digital storefront, and customer experience as one cohesive system.

The Process

Concept
Trend + product ideation

Product
Original artwork and physical goods

Brand
Identity + visual direction

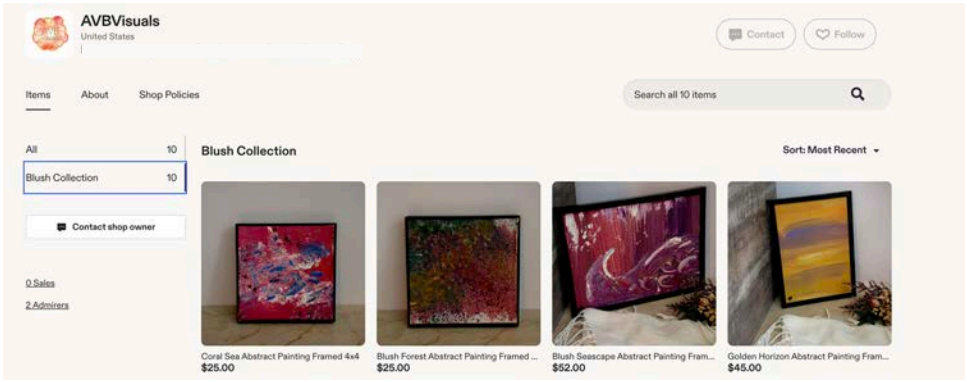
Packaging
Hangtags + customer presentation

Photography
Product + lifestyle imagery

E-Commerce
Digital merchandising + Etsy storefront

Current Evolution

Built AVB Visuals from an independent art practice into a multidisciplinary creative studio and consumer brand—uniting creative direction, product development, packaging, photography, and e-commerce within one evolving identity.











avb.amber.baldwin@gmail.com

Licensed Brand Collaboration

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

Co-Brand Strategy

Create the first Winnie the Pooh × Rae Dunn tabletop collection by bringing together two highly recognizable brand identities—Rae Dunn's minimalist, handcrafted aesthetic and Disney's nostalgic character storytelling—into one cohesive seasonal experience.







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



Color Palette: Earthy neutrals | Warm harvest tones

Creative Direction: Whimsical Woodland

RAE DUNN
Minimal
Handcrafted
Neutral
Textural
Understated

WINNIE THE POOH
Nostalgic
Character-driven
Warm
Whimsical
Storytelling



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.

avb.amber.baldwin@gmail.com

Licensed Brand Collaboration

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

Leading The Collection

To coordinate a high-volume licensed development cycle, I created a shared roadmap that aligned design, merchandising, licensing, and sourcing around concept development, SKU priorities, approvals, and production status. The framework was later adopted across licensed tabletop programs.

300+
Tracked across licensed programs per quarter

4 Functions
Design | Merchandising | Licensing | Sourcing

1 Shared Roadmap
Created to improve cross-functional alignment

SKU's to be Developed for Q3 YEAR			
TT & HOW IPs	TT SKUs	HOW SKUs	Not
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
Total	314	56	

TT Totall SKU's Created Per Occasion	Serve SKU's Created	Storage SKU's Created	Kitchen SKU's Crea
Villains	6	5	
Winnie the Pooh	3	6	
Nightmare Before Christmas			
Coco			
Where the Wild Things Are			
Harry Potter			







Directed development from initial concept through licensing approval, overseas production, and final retail execution.

avb.amber.baldwin@gmail.com

Licensed Brand Collaboration

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

Brand & Business Impact

[35] SKUs Developed	[3] Retail Partners	[12] SKUs Launched	[100K+] Units Ordered



MY ROLE:

Creative Direction | Co-Brand Strategy | Trend Forecasting | Product Direction | Licensing | Cross-Functional Leadership | Overseas Development

KEY CONTRIBUTIONS

Led creative development of the inaugural Winnie the Pooh × Rae Dunn tabletop collaboration across concept, licensing, merchandising, sourcing, and production.

Created a cross-functional development framework later adopted across licensed tabletop programs.

Translated two established brand identities into a cohesive seasonal collection spanning 35 developed SKUs and 100K+ ordered units.

BEST SELLERS



COLLECTION SNAPSHOT

Result: Successfully launched a new co-branded retail expression that extended Rae Dunn's visual language through Disney storytelling while maintaining the identity of both brands.

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.

Retailers

TJ Maxx | Marshalls | Homegoods

Outcome

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

avb.amber.baldwin@gmail.com

Product & Collection Design

Selected Work



Target | Wall Decor | 2018

Peanuts x Magenta | Coming Soon to Stores, 2026





Rae Dunn | Q4 Valentine's Day Collection | 2024











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

avb.amber.baldwin@gmail.com

Let's Create Something Meaningful.

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



AMBER V. BALDWIN

Creative Lead
Brand Strategy
Art Direction

669.888.4913
avb.amber.baldwin@gmail.com
avbvisuals.com
LinkedIn | Amber V. Baldwin
Instagram | @amber.baldwin.art
Santa Cruz, CA