Andres Blanco

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Creative Director with 15+ years of experience leading multidisciplinary design teams across branding, packaging, retail marketing, digital experiences, and licensed consumer products. Proven success directing creative strategy for global brands including Disney, Marvel, Pokémon, Star Wars, Fortnite, Hello Kitty, Squishmallows, and Call of Duty. Experienced managing designers, building creative processes, partnering with cross-functional teams, and delivering high-impact digital and retail campaigns for retailers including Walmart, Target, Costco, and Walgreens.

Work Experience

Director of Creative Services

Jazwares | Plantation, FL

July 2019 to Present

In my current role, as Director of Creative Services I lead creative direction and design execution for one of the world's leading toy companies, guiding a multidisciplinary team to deliver impactful brand and product experiences across global retail markets.

• Lead, mentor, and oversee a team of 9+ designers delivering retail displays, digital graphics, and marketing assets across multiple toy brands and 20+ licensed properties such as Disney • Marvel • Star Wars • Pokémon • Fortnite • HelloKitty • AEW • Netflix • Warner Brothers • Squishmallows and many more.

• Translate strategic brand vision into clear creative direction across retail displays, digital assets, and marketing campaigns distributed across major retail channels such as Target, Walmart, Costco, Walgreens, etc.

• Partnered with marketing and product development teams to ensure cohesive brand storytelling and strong market positioning.

• Manage and improved creative workflows and production pipelines to ensure projects meet tight timelines and high-quality standards.

• Develop internal processes including SOPs, training materials, and instructional resources to improve team efficiency and creative consistency.

• Contribute to brand development initiatives for new and existing toy properties.

Art Director

Arise Bioscience | Boca Raton, FL

May 2019 to July 2019

Led and mentored a team of 3+ designers and the creative development for multiple cannabis and wellness brands, overseeing visualidentity, packaging, and digital brand presence.

• Directed brand identity development for multiple consumer brands including Original Hemp and Funky Farms.

• Designed high-impact packaging and retail POS materials to increase shelf visibility and retail engagement.

• Developed digital brand presence through website design and supporting digital marketing assets.

• Supervised UX/UI and visual design for both owned brands and white-label products.

• Ensured cohesive brand storytelling across packaging, retail, and digital platforms.

Art Director

Sun Orchard | Miami, FL

November 2017 to April 2019

Managed creative development and branding initiatives across packaging, marketing, and digital platforms.

• Led creative projects from initial concept through final execution across brand, packaging, and marketing materials.

• Developed impactful corporate branding and point-of-sale displays for retail environments.

• Directed product and brand photography to support marketing campaigns.

• Managed digital presence including website and social media creative.

• Supervised UX/UI and visual design across multiple brand initiatives.

Junior Art Director

DS Laboratories Inc | Pompano Beach, FL

November 2014 to October 2017

• Supported creative direction for a global beauty and wellness brand, focusing on packaging design, brand identity, and marketing visuals.

• Led design development for premium packaging across multiple product lines, elevating product presentation.

• Collaborated with product development teams to ensure consistent visual identity across brands, strengthening brand cohesion.

• Managed pre-press and production workflows to ensure accuracy and quality across print assets, reducing errors.

• Worked closely with marketing teams to translate campaign strategies into compelling visual content across many markets.

• Produced creative assets supporting social media and digital marketing initiatives, increasing online engagement.

Senior Graphic Designer

ATS Ascensores Inc | Aventura, FL

February 2008 to September 2014

• Led the design and development of brand and marketing materials across print and digital channels, enhancing brand image.

• Developed the company’s brand identity and visual communication system, establishing a cohesive visual presence.

• Designed and managed the company website and digital presence, improving user experience.

• Produced marketing collateral including catalogs, magazines, advertisements, and promotional materials, supporting sales initiatives.

Lead Designer

LAC Supplies | Weston, FL

August 2012 to June 2014

• Led design and brand development across product packaging, marketing materials, and retail assets, strengthening brand positioning.

• Designed cohesive brand experiences across marketing and retail touchpoints, ensuring consistency.

• Directed product photography and visual storytelling, enhancing product appeal.

• Created packaging and POS materials for multiple electronics brands, increasing retail impact.

Skills

Creative Direction, Art Direction, Team Leadership, Design Management, Brand Strategy, Brand Identity, Packaging Design, Retail Marketing, POS Design, Consumer Products, Licensed Brands, Product Launches, Creative Operations, Project Management, Marketing Campaigns,Cross-functional Leadership, UX/UI Design, Adobe Creative Suite, Figma, Print production.

Education

Architecture (A.A.)

Broward College

2004 to 2007

Associate's degree

Languages

Spanish - Fluent

English - Fluent