

AMBER BUIKEMA + CREATIVE PROFESSIONAL

Berthoud, CO | (303) 834 2984 | amberbuikema@gmail.com | www.ambuikema.com | www.linkedin.com/in/amber-buikema

GRAPHIC DESIGN + ART DIRECTION | BRAND + MARKETING

Innovative and visionary professional with comprehensive experience providing creative direction, exercising holistic thinking across diverse product releases, platforms, and channels with keen focus on an enhanced customer experience. Passionate about design thinking, productivity, and delivering results-oriented design solutions supporting business objectives for various sized organizations.

Aesthetically-inclined expert; brainstorming new ideas and delivering on-brand solutions that push limits while yielding results. Recognized for creative problem-solving, visual composition and creativity, attention to detail, efficiency and resourcefulness. Creative leader with aptitude in developing ideas and collaborating with cross-functional teams and C-suite to attain compelling results and achieve strategic objectives in a constantly evolving marketing landscape.

AREAS OF EXPERTISE

- + Creative Project Management
- + Print, Digital & Motion Graphics
- + Team Building & Leadership
- + Project Planning & Delivery
- + Concept & Idea Generation
- + Brand Building & Maintenance
- + Print & Digital Marketing
- + Product Development
- + Social Media Management
- + Cross-Functional Collaboration
- + Relationships Development
- + Workflow Optimization

PROFESSIONAL EXPERIENCE

SIERRA SAGE HERBS, LLC / GREEN GOO | Lyons, CO

2022 – Present

Creative Lead

Oversee and manage internal creative project functions from concept to delivery including creative strategy development, packaging concepts, moodboards and photoshoots, campaign planning, and other sales and marketing support.

- + Introduced and customized an Airtable database for project management and content planning. Implemented additional efficiencies to support departmental collaboration, growth and success.
- + Manage and coordinate packaging components with guaranteed efficient and timely delivery of outsourced products and materials while building out all required elements, involving coordinating with various vendors and suppliers.
- + Managed in-house Senior Visual Artist (photographer/ animator/product renderer), contractors and agency partners while providing assistance to achieve set objectives.

Monitor creative ideation, development and execution of new elevated brand aesthetic through new illustrative look, still life and lifestyle photography and product renders. Steer various components of brand's packaging, photography, renders, and digital assets, ensuring all artwork and digital assets are on brand, organized, accurate, and easily accessible for internal stakeholders to access for sales initiatives and beyond.

- + Led the visual essence of SSH brands adding value and appeal to prospective investors, leading to new ownership under Creso Pharma. Provide creative support for additional brands held under Creso Pharma umbrella.
- + Coordinated and directed an on-location photoshoot at the Charlotte, SC home of brand ambassador and NFL linebacker Shaq Thompson for an advertisement featured in the 2023 Official Super Bowl Program and seven NFL Team Yearbooks.

SIERRA SAGE HERBS, LLC / GREEN GOO | Lyons, CO

2020 – 2022

Senior Graphic Designer

Carried out creative services as sole creative designer for three natural product brands: Green Goo, Good Goo, and Southern Butter and all supporting sales and marketing assets: packaging, marketing collateral, retail displays, ecomm assets, and paid + organic social. Structured organizational systems for digital assets and processes, allowing teams to maximize resources and work more efficiently together.



GRAPHIC DESIGN + ART DIRECTION | BRAND + MARKETING

< PROFESSIONAL EXPERIENCE CONTINUED >

- + Independently managed packaging artwork and all associated assets for multiple brands and a significant SKU count.
 - + Coordinated successful execution of transition from product photography to product renders, eliminating need for costly, time-intensive photoshoots and processing, helping to obtain consistency in product representations, while supporting agility of product development lifecycles. Facilitated team in quickly creating and delivering photorealistic product visuals from pre-production concepts, proving invaluable in pre-sales and pre-launch activities.
 - + Led reorganization of files and integrated a new digital asset storage and resource center resulting in significant time savings for both internal and external stakeholders.
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CROCS | Niwot, CO

2018 – 2020

Sr. Graphic Designer

Directed design and implementation of Crocs retail signage across multiple regions, including Americas, Asia, and Europe. Contributed to creative direction for seasonal brand guidelines, collaborations, and sub-campaigns. Enabled consistent and impactful brand image across all touchpoints, driving engagement and company growth. Supervised and mentored Junior Designer to improve skills and performance. Fulfilled retail, wholesale, and other creative demands cross-functionally in fast-paced global organization: marketing collateral, trade show booths, packaging, logos, infographics, and more.

- + Increased output and accuracy by 25% by transitioning complex Crocs Global Visual Merchandising Asset plan from spreadsheet to a dynamic relational database using Airtable. Also gave visibility to true volume of production work and reduced margin of error and work duplication.
 - + Augmented workflow efficiency, streamlined review and tracking processes, and enhanced visibility through change initiatives, resulting in enabled real-time collaboration and alignment with global partners.
 - + Produced and deployed high-profile retail signage that prominently featured notable celebrities in Crocs retail stores around the globe.
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SMARTWOOL | Boulder, CO

2017 – 2018

Graphic / Technical Designer

Designed and developed multimedia trend presentations used to launch seasonal product lines. Applied key expertise and industry knowledge to translate original artwork and concepts into print and knit sock designs. Created visually compelling and effective presentations that showcase new product lines and generate excitement among consumers.

- + Mastered new 3D design mapping software (Shima Seiki), recreating flat sock designs into realistic renderings, aligning product development, merchandising, and sell-in.
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NEW BELGIUM BREWING | Fort Collins, CO

2017

Temporary Contract Graphic Designer

Delivered New Belgium Brewing and associated brands' consumer-facing materials, including Fat Tire, Voodoo Ranger, Tour de Fat, and more. Partnered with creative team to build design concepts and execute on-brand collateral.

- + Collaboration with cross-functional teams and handled design and execution of creative assets supporting the nationwide campaign promoting 2017 Tour de Fat.
- + Piloted creation of engaging visual materials and digital content that effectively communicated event's unique offerings and attracted diverse audience.



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< PROFESSIONAL EXPERIENCE CONTINUED >

FRONTIER NATURAL PRODUCTS CO-OP | Boulder, CO

2014 – 2016

Contract Graphic Designer

Provided creative support and art direction for the Aura Cacia brand including product launch materials, package design and development, associated product imagery, and sales/marketing collateral. Supported team on design and production of annual and monthly wholesale catalogs and buildout of Herbtrader.com (now www.coopmarket.com).

EXXEL OUTDOORS | Boulder, CO

2010 – 2013

Graphic Designer

Designed packaging, workbooks/catalogs, and other collateral for camping brands (Kelty, Slumberjack, Wenzel) distributed via mass and specialty channels. Refreshed newly acquired women's outdoor apparel brand (ISIS) with a new design and aesthetic. Shaped product catalogs, sales support assets, trade show booth graphics, e-commerce graphics, social media assets, garment trims, and graphics.

- + Planned and executed trade show booth layout, staffing, merchandising and on-brand graphics for Outdoor Retailer tradeshow twice per year.
 - + Carried out photoshoots featuring camping products and apparel for use on packaging and marketing collateral.
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FRONTIER NATURAL PRODUCTS CO-OP | Boulder, CO

2005 – 2010

Art Director

Managed workload for Aura Cacia aromatherapy brand of products; oversaw ideation, development, and execution of various creative projects supporting sales, marketing, and product launch while elevating the brand. Monitored process of packaging concepts development from initial ideas to executing final designs.

- + Orchestrated and directed photoshoots and updated packaging, photography, and associated print and digital assets.
 - + Supported design and production of wholesale catalog, monthly sale catalogs, and various ads for Frontier brands and associated natural product brands distributed by Frontier.
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ADDITIONAL EXPERIENCE

COVIDIEN | Boulder, CO • GAIAM | Boulder, CO • VELONEWS / VELOPRESS | Boulder, CO
HIND/SAUCONY | Boulder, CO • SCHWINN CYCLING & FITNESS | Boulder, CO

EDUCATION

Bachelor of Arts in Graphic Design
Colorado Institute of Art, Denver, CO

+

Digital Marketing Certificate Intensive
Boulder Digital Arts, Boulder, CO

COMPETENCIES & TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro)
Figma | Slack | Airtable | Google Workspace | Microsoft Office

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