



CREATIVE MARKETING DESIGNER • 2018-2023

Sole designer for a blender brand in 90+ **COUNTRIES.**

Kevin Frank



Creative Marketing Designer

Five years in-house, May 2018 to September 2023, as the only designer. Blendtec sold through big-box retail, restaurants, and foodservice distributors in more than 90 countries.

I worked directly with the outside agencies running social and performance marketing on Google Ads, Meta, and LinkedIn. I created the designs and they ran the back end.

A shifting environment. I worked with the team behind *Will It Blend?*, then with the private-equity group that acquired the company. Priorities and headcount changed, and the work kept shipping.

WHAT THAT COVERED

WEB DESIGN

PACKAGING

PRODUCT GRAPHICS

EMAIL MARKETING

SALES COLLATERAL

MANUALS & CATALOGS

02 • WEBSITE REDESIGN

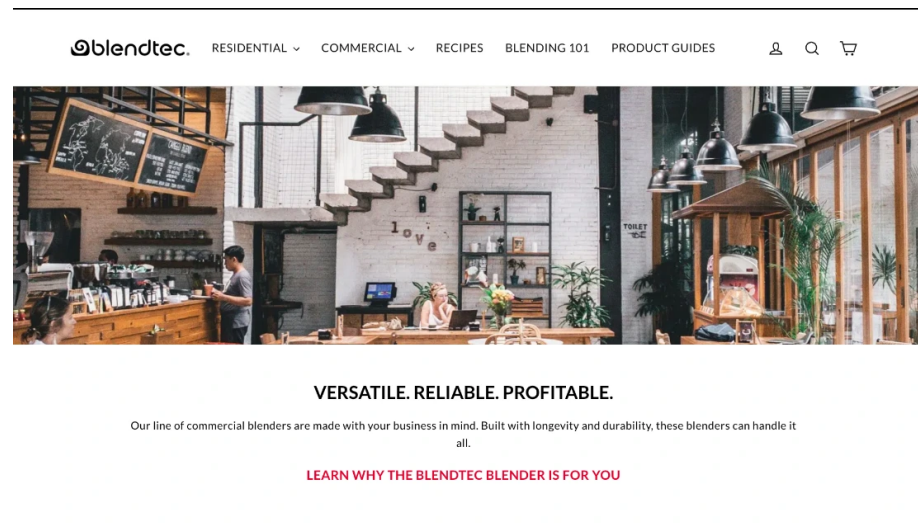
Blendtec.com, redesigned end to end

I led the redesign of blendtec.com: creative direction, copywriting, layout, and asset production. Every product launch and campaign pointed back to this site.

ROLE	Creative direction, copy, layout, assets
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SCOPE	Full site, residential and commercial
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REACH	Distribution in 90+ countries
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BLENDERS

Built to meet the unique needs of the commercial customer. Each feature delivers effortless operation and is designed to reduce overall cost. From the Bar Blender to the Stealth Nitro X, Blendtec has the right blender for you.

[SHOP COMMERCIAL BLENDERS](#)



Every product, shown in context

No fluff. Just the product and what it looks like on your counter, shot the same way across the catalog. Different SKUs, same style, everywhere.

Photography not produced by me.

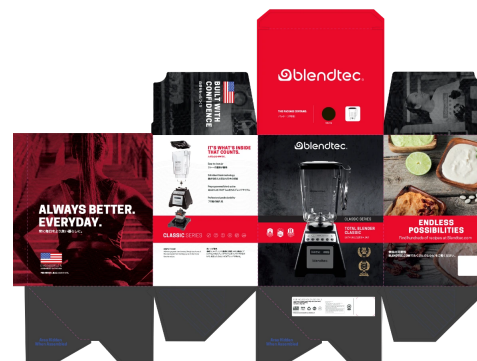


04 • PACKAGING

A packaging library, built and maintained

I designed and maintained the retail and commercial boxes across the product line, holding every SKU to one set of brand standards as the lineup changed.

These boxes are my pre-rebrand designs. The company chose not to fund new packaging when the brand was updated, so the artwork never got its refresh.



20+

SKUS IN THE LIBRARY

05 • WHITE LABEL

Westinghouse, a second brand on the shelf

The same machine sold under a licensed brand, so the packaging had to leave the Blendtec system behind and follow Westinghouse standards instead. New color, new type, new box, same production discipline.

ROLE

Packaging design, dielines, print production

CONSTRAINT

Licensed brand standards, not Blendtec's



Artwork that ships on the product

Volume markings, wordmarks, and legal marks drawn to the tooling for every jar size and lid variant, plus the touchpad overlays that had to match them exactly.



RETAIL WILDSIDE JAR



RETAIL FOURSIDE JAR



COMMERCIAL LINE

07 • EMAIL

Email marketing on a schedule

Product launches, promotions, recipes, and lifecycle sends, designed and built on a recurring schedule.

LIMITED TIME — FREE WILDSIDE+ JAR WITH EVERY PROFESSIONAL 800



PROFESSIONAL 800

Industrial-strength power doesn't require **INDUSTRIAL NOISE.**

An 1800 watt motor sealed inside a sound enclosure. You can hold a conversation next to it while it runs.

\$799.95

Now with the 90 oz WildSide+ jar included

Shop the Professional 800

STEALTH TECHNOLOGY™

Exclusive sound enclosure—a truly silent blender

Housed in a sleek, sealed enclosure with the most advanced proprietary sound dampening and airflow innovations anywhere.

1800 WATT MOTOR

3.8 peak horsepower, under a lid you can talk over

Frozen fruit, nuts, dough, hot soup from cold ingredients. The blunt safety blade pulverizes instead of slicing, and washes like a dish.



Designer 650

1,560-watt motor • from \$449.95

01 A flat touch slider, NOT A KNOB.

One hundred speeds under your fingertip, six preprogrammed cycles that stop themselves, and a +10 button when something needs another ten seconds. No more guesswork!

02 The jar does the work. NO TAMPER.

The 90 oz WildSide+ jar is wide and square, so the vortex folds thick blends back into the blade instead of stalling above it. Nothing to poke, nothing to scrape.

03 EIGHT YEARS, and it isn't an add-on.

Every Designer 650 ships with an 8-year warranty on the motor, the jar and the blade. Not a service plan at checkout. Not an upsell.



Paid social and search creative

Assets for Google Ads, Meta, and LinkedIn, cut to every placement size our agencies needed.



VALENTINE'S DAY SPECIAL



AMBASSADOR PROGRAM



NEW PRODUCT



DISPLAY ADS



SPECIAL OFFER



THE BIG GAME

Recipe and lifestyle imagery

I sized and retouched imagery for site banners, email headers, packaging, retail signage, and catalog pages.



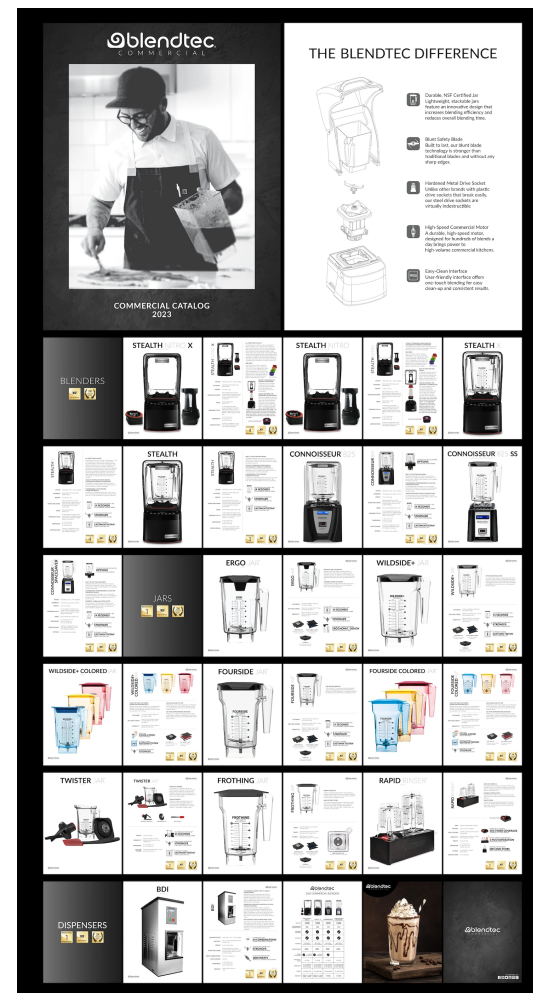
The commercial line, in one book

The catalog restaurants, foodservice distributors, and dealers ordered from. Every commercial blender, jar, and accessory with the specs a buyer needs to compare models on the page.

ROLE Layout, product photography, print production

AUDIENCE Restaurants, foodservice, dealer network

OUTPUT Print and digital, updated per season



The scope, in numbers

5

YEARS IN THE ROLE

90+

COUNTRIES OF
DISTRIBUTION

20+

SKUS PACKAGED

12+

MANUAL LANGUAGES

One designer, from the storefront homepage to the sticker on the jar.

The full range, one designer

01	BRAND IDENTITY	Systems built from scratch and kept consistent
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03	ADVERTISING	Digital, social, and print campaign assets
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05	PRINT PRODUCTION	Manuals, catalogs, and collateral in 12+ languages
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07	EMAIL MARKETING	Campaign design on a recurring schedule
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02	WEB DESIGN	Figma and Webflow, built with developers
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04	PACKAGING	Dielines, product graphics, print-ready files
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06	PRODUCT UI	On-product assets built with the engineering team
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08	ORGANIZATION	Asset libraries the next designer can use
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Kevin Frank

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Brand · Marketing · Product



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