

JEFF LUKES

Branding > Design > Photography > Writing

PROFILE

I am a brand junkie and graphic designer focused on shaping progressive business culture and engaging brand positioning. I work with organizations that strive to engage their audience both authentically and courageously and have a positive impact in their communities. With more than 25 years of experience in branding, design, photography, and copywriting, including 16 years running my own studio, I have met countless branding scenarios and filled nearly every role—from production artist to business strategist, janitor to project manager. I like to get my hands dirty and pride myself on adaptability in an effort to create genuinely innovative solutions that impact both brand perception and the bottom line.



EDUCATION

UNIVERSITY OF WASHINGTON Seattle, WA
Visual Communication Design / Art History
BFA, 2000; Cum Laude; Dean's Medal Nominee

COLORADO STATE UNIVERSITY Fort Collins, CO
Pre-Veterinary Studies / Biology

FAVORITE QUOTE

"These go to eleven." —Nigel Tufnel

EXPERIENCE

2007-2023

SEE SAW CREATIVE Denver, CO
OWNER

Involved in all aspects of design studio specializing in branding, print and web design for local and national clients in a wide variety of industries including directing contract and freelance employees

2021-2022

MISSION MINDED Remote
ART DIRECTOR

Worked remotely with creative director to create or refresh education brands including University of British Columbia, Severn School, and Aurora Public Schools

2011-2012

MILE HIGH BUSINESS ALLIANCE Denver, CO
BOARD MEMBER

Non-profit organization dedicated to creating a sustainable local economy with a variety of programs that support local businesses.

2009-2010

INTEGER GROUP Denver, CO
LEAD DESIGNER

Worked as lead designer for design group within Integer • Accounts include MillerCoors, Mars Candies, Procter & Gamble • Advertising, digital marketing, and aisle reinventions

2004-2007

ASHER STUDIO Denver, CO
SENIOR DESIGNER / ART DIRECTOR

Comprehensive design solutions for a variety of corporate and non-profit clients • corporate identities, brochures, websites, multimedia, signage, and business collateral from concept to completion including schedule coordination, estimates, copywriting, photo-shoots, design, illustration, art direction and client management

CONTINUED >>

JEFF LUKES

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SKILLS & EXPERTISE

Brand Audit & Positioning

Business Development

Creative Copywriting

Consumer Surveys & Insights

Client Management

Print & Packaging Design

Corporate Identity

Web UX/UI Design

Studio Photography

Adobe Creative Suite

THE SOFT STUFF

Enthusiastic

Endlessly Curious...to a fault

Critical Thinker

Adaptable

Most importantly, Empathetic

WHEN I'M NOT WORKING...

I ride bikes, mostly mountain bikes but I'll hop on a road bike once in a while too. I play guitar in a punk rock band with some other aging hipsters. We suck, but I love it. I love food... no...I'm obsessed with food and food culture. My cookbook collection is ridiculous and so is my collection of cookware compared to the size of my house. I make hot sauce, mostly because it's hard to find the exact perfect one for a given situation. I carry a camera with me almost everywhere I go. I hang out with my family, they're pretty freaking awesome.

EXPERIENCE (CONTINUED)

2002-2004

NOBLE ERICKSON Denver, CO

SENIOR DESIGNER

Worked remotely with creative director to create or refresh education brands including University of British Columbia, Severn School, and Aurora Public Schools.

2001-2002

FREELANCE DESIGN Oakland, CA / Denver CO

LEAD DESIGNER

Contract designer doing print design and production for companies and agencies including Williams Sonoma, Cahan & Associates, TSG Games, Denver Film Society, Starz Film Center, DeVries Chocolate, and more.

2000-2001

ADDIS GROUP Berkley, CA

ART DIRECTOR

Develop comprehensive design solutions for a wide variety of corporate clients ranging in scope from national to local levels

- Projects include brand development, corporate identities, packaging, websites, and business collateral
- Clients included Aerus/Electrolux, Intel, Smirnoff, Hungry Minds, Dole Foods, Britesmile, and others

1995-1999

FREELANCE PHOTOGRAPHER Seattle, WA

SENIOR DESIGNER / ART DIRECTOR

Worked as a fine art photographer, photo printer, and freelance photographer for Seattle-area modeling agencies, including Ford Modeling Agency and SMG Model Management.

THANK YOU!