

# JEFF LUKES

Branding > Design > Photography > Writing

## PROFILE

I am a design junkie and art director focused on shaping progressive business culture through strategic brand positioning. I work with organizations that strive to engage their communities both authentically and courageously to affect positive change for the people they serve. With more than 20 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 get my hands dirty and pride myself on adaptability 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

2007-2024

**SEE SAW CREATIVE** Denver, CO  
OWNER / PRINCIPAL DESIGNER

I have experience in all aspects of running a small design studio involved with projects in branding, art direction, and design for local and national clients. Experience includes business development, brand positioning, marketing strategy, design, production, and client workshops. Originally serving a wide variety of industries from construction to pharmaceuticals, healthcare to higher education, See Saw has found it's niche in helping consumer packaged goods (CPG), hospitality, and food service brands grow.

2021-2022

**MISSION MINDED** Remote  
CONTRACT ART DIRECTOR

I worked remotely with the creative director to create and refresh non-profit brands in the education sector. These include a major capital campaign for University of British Columbia Faculty of Science as well as brand refresh projects for Severn School in Baltimore, MD, and for Aurora Public Schools in Aurora, CO.

2011-2012

**MILE HIGH BUSINESS ALLIANCE** Denver, CO  
BOARD MEMBER

MHBA was a on-profit organization dedicated to helping to nurture a sustainable local economy with a variety of programs that support small, local businesses. I sat on the board in the early years consulting on strategy and brand positioning.

2009-2010

**INTEGER GROUP** Denver, CO  
LEAD DESIGNER

I worked as lead designer for a special design group within Integer called E-Graphics, who worked mainly on projects for MillerCoors, Mars Candies, and Procter & Gamble. Our primary responsibility was to support projects that required keen design sensibilities and brand understanding but did not have the time to go through a traditional agency process. Projects include print and digital advertising, product aisle reinventions, and more.

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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

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 in a punk rock band with some other aging hipsters. We're not good...at all. 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)

2004-2007

**ASHER STUDIO** Denver, CO  
SENIOR DESIGNER / ART DIRECTOR

I was involved in comprehensive design solutions for a variety of corporate and non-profit clients. Projects include corporate ID, brochures, web UI, wayfinding, and business collateral from concept to implementation. Responsibilities and skills include project management, copywriting, photo shoots, design, illustration, art direction, and client management.

2002-2004

**NOBLE ERICKSON** Denver, CO  
DESIGNER

Worked on environmental graphics and brand ID for clients in the real estate sector including entry-monument design, maps, brochure design, illustration, marketing collateral, photography, and web UI.

2001-2002

**FREELANCE DESIGN** Oakland, CA / Denver CO  
DESIGNER

Contract designer doing 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  
DESIGNER

Involved in comprehensive brand solutions for a wide variety of corporate clients from national to local. Projects include brand development, corporate ID, packaging, websites, and business collateral. Clients included Aerus/Electrolux, Intel, Smirnoff, Hungry Minds, Dole Foods, Britesmile, and others

1995-1999

**FREELANCE PHOTOGRAPHER** Seattle, WA  
STUDIO & LOCATION PHOTOGRAPHER

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

## THANK YOU!