

JEFFREY LUKES

Branding > Design > Photography > Writing



PROFILE

I'm an art director, designer, and junkie for all things creative. I work with organizations that strive to engage their communities authentically and courageously, shaping progressive business culture and affecting positive change through strategic brand positioning. With more than 20 years of experience in branding, design, photography, and copywriting, including 17+ 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-PRESENT

SEE SAW CREATIVE Denver, CO
OWNER / PRINCIPAL DESIGNER

I have experience in running a small design studio with projects in branding, creative 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 its niche in helping hospitality, and food service brands thrive.

2023-2024

UNIVERSITY OF DENVER Denver, CO
ART DIRECTOR, MARKETING & COMMUNICATIONS

Led the visual team on projects ranging from campaign identities to refreshing the university brand. Responsible for project intake & management and art direction of design & photography. Worked with campus partners in a decentralized organization to create buy in of the new DU brand was key.

2021-2022

MISSION MINDED Remote
CONTRACT ART DIRECTOR

I worked 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 and brand refresh projects for Severn School in Baltimore, MD, and 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.

2009-2012

INTEGER GROUP Denver, CO
LEAD DESIGNER

I worked as lead designer for a special design group within Integer that 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, etc.

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WHAT I DO

THE HARD STUFF

Brand Audit & Positioning

Studio & Location Photography

Business Development

Creative Copywriting

Consumer Surveys & Insights

Client Management

Print & Packaging Design

Corporate Identity

Web UX/UI Design

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...even remotely. 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

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!