KNOWLEDGE

Design Adobe CC Photography Creative Leadership Front-end dev

EXPERIENCE

Lead Designer / Cellular Sales
August 2011 - Present

As the creative lead at Cellular Sales, I am responsible for the company's overall brand. I have established brand guides ranging from web and social media to in-store fixtures and packaging. In my role as lead designer, I mentored other Creative Services staff to improve their skills and confidence, making the whole team stronger.

- Established the Cellular Sales branding.
- Created and oversaw rollout of all internal signage of a new multi-million dollar campus.
- Built processes and style guides for all Cellular Sales internal and external creative.

Owner at DesignLucas [Freelance]
May 2000 - Present

As a freelance designer and photographer, I design websites, trade-show panels and printed materials for clients ranging from real estate contractors to clients in the biotechnology and medical imaging industries. I shoot wending and portraiture photography by appointment as well as award-winning landscapes and cityscapes for recreation.

- Established Inglewood Imaging Center branding.
- Established Washburn Endeavours branding.
- Won Several Photographic Awards.

Art Director / Provision Health partners
May 2011 - August 2011

As Art Director for Provision Health Partners, I created a family of brands to help establish Provision Health Partners as one of the world leaders in Proton Therapy.

- Established the company's brand.
- Managed relationships with outside agencies.
- Learned a great deal about creative leadership.

Senior Web Designer / Jewelry Television
May 2005 - May 2011

As team manager for Jewelry Television's online promotions design group, I was responsible for directing the creative process of all online promotions and managing the creative team. It was my job to be an excellent communicator, manage web designers, and collaborate with other departments, as well as outside vendors.

- Brainstormed, designed, and directed the online promotion that lead to the highest grossing sales day in Jewelry Television history.
- Took the initiative to conceptualize, mock up and create cross-demographic marketing channels.
- Opened communications with other internal departments to share resources, ideas, and concepts.

Technology

Retail

Healthcare

E-commerce

Exhibit

EXPERIENCE

Senior Graphic Designer / CTI (Siemens Medical)
January 2002 - May 2005

I designed trade show panels, interactive kiosks, the corporate website, and printed marketing materials. I collaborated frequently with outside printing vendors as well as design and marketing agencies.

- Designed and developed the corporate website, and coordinated an effort to acquire all information from various sources to be contained in the site.
- Gave our trade show booth major appeal at the RSNA trade-show by designing a game and coordinating prizes that made our booth the true "star of the show."
- Made such an impact with CTI's senior leadership and executives, several of them remain my loyal freelance clients.

Web Design Instructor / Oxford Media and Business School
May 2001 - November 2001

As a Web Design Instructor at Oxford Media and Business School, Oxford, UK, I was responsible for teaching a class how to design, build, and maintain effective websites. In this rewarding position, I not only designed my own curriculum, but also learned a great deal about educating and critiquing.

Web Designer at iPIX
May 2000 - April 2001

As a Web Designer at iPIX I learned the foundations of successful web design. I spearheaded many micro-site and event-themed promotions that featured iPIX's famous immersive imagery.
I worked in the iPIX offices in both Oak Ridge, TN and London, UK, and was kept on as a contractor long after the company was significantly downsized.

EDUCATION

University of Tennessee-Knoxville, BFA in Graphic Design
1996 - 2000

Notable Achievement:
I received the Outstanding Portfolio Scholarship Award for my sophomore portfolio.

@DESIGNLUCASPHOTOS   @DESIGNLUCAS   @DESIGNLUCAS