

# MICHAEL LUKUS

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## GRAPHIC DESIGNER

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Detail-oriented and quality-focused professional commanding more than 17 years of progressive graphic design success, specializing in art direction for design studios. Creative and resourceful designer delivering track record of achievement designing and implementing graphic materials, delivering small and large-scale projects within time and budget requirements, building key business alliances and producing materials that meet organizational branding objectives.

Adroitly translate marketing targets into creative strategies; effectively partner with teams and departments to create and rollout high-impact collateral; thrive in fast-paced, deadline-driven environments; demonstrate acute communications, problem-solving and organizational abilities.

## AREAS OF EXCELLENCE

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Marketing ♦ Campaign/Product Development ♦ Brand Building ♦ Promotions ♦ Project Management  
Quality Assurance ♦ Distribution ♦ Process Improvement ♦ Client Relations ♦ Team Management  
Customer Service ♦ Cost Control ♦ Photography

## CAREER TRACK

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**MarineMax ♦ Creative Coordinator** — Clearwater, Florida ----- 2016-Present  
Responsible for the creation and hands-on technical production of all collateral promoting the MarineMax portfolio of boating lifestyle products and corporate brand. Support project trafficking and execute the production of online and offline marketing materials to produce a strongly branded suite of materials.

### **Independent Design Specialist**

Provide design expertise to wide range of businesses, including ad agencies and financial institutions.

**Citi Cards thru W3 ♦ Jacksonville, Florida** ----- 2013-2016

*One of financial industry's largest providers of credit cards*

Deliver Citi-branded creative marketing support for Citi Card Paper Statement channels, producing high-end creative design for effective statement marketing campaigns and specific card products. Support image data bank from which the statement is produced.

- ♦ Pioneered new methodologies for delivering high-impact/personalized marketing panels/messages onto cardmember paper statements.
- ♦ Identified and leveraged innovative design technology to meet strict time and budget constraints. Played a key role in spearheading creative projects within time and budget requirements.

**MarineMax ♦ Clearwater, Florida** ----- 2014-2016

Provide design expertise to wide range of businesses, including ad agencies and financial institutions.

**MakeMeSocial ♦ Polencia, Florida** ----- 2011-2014

*Social marketing agency*

Created social marketing pieces such as Facebook Landing, Fan Gates, Fan Pages and Tab pages, website page concepts, marketing collateral, logo design and updating ongoing companies newsletters, all the while, keeping the projects on track and within the budget constraints.

**Burdette Ketchum – Full-service marketing and creative solutions company**

Brought on board to help art studio keep projects on track and ensure delivery within time and budget constraints. Updated existing art files and developed files from art director designs.

**EverBank – Diversified financial services company**

Updated design and copy of established applications and versioned for bank's application portfolio; addressed and satisfied partners' needs. Completed all versioning within time targets.

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## **Blue Cross/Blue Shield of Florida** – *Florida health care leader*

Contracted to serve company's creative department and assist in art studio. Monitored project schedules, ensuring adherence to all specifications. Designed and produced various art projects.

♦ Appointed to lead development of marketing materials for Florida Go Blue store grand openings in Jacksonville, Tampa and Miami.

**Citi Cards** ♦ Jacksonville, Florida----- 2000-2008  
*One of financial industry's largest providers of credit cards*

## **Design Specialist (2006-2008)**

## **Desktop/Electronic Production Specialist (2000-2004)**

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### ACADEMIC CREDENTIALS

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#### **Bachelor of Fine Arts, Graphic Design**

University of North Florida

#### **Bachelor of Arts, Communications**

The Ohio State University

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### TECHNICAL PROFICIENCIES

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Mac- and PC-Platform Software

Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

Quark 7.31

Microsoft Office Suite

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### VOLUNTEERISM

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Challenge Air for Kids & Friends Flydays: Photographer & Volunteer

Jacksonville Main Library Adult Learning Center: ESL Instructor

HEAL/HUG Golf Clinic: Photographer & Volunteer

HEAL/Joey Travolta Film Camp: Photographer

Friends of TOMS Shoes/Orlando Elementary School Shoe Drop—Style Your Sole Party: Photographer & Volunteer