

NATALIE CHANTAL LUKE

Executive Creative Director

Brand Vision · Enterprise Craft · Category-Level Creative Leadership

Executive Creative Director and Founder of idesign with 25+ years of experience building and evolving brands for globally recognized organizations including T-Mobile, Microsoft, Starbucks, Alaska Airlines, Boeing, Marriott Hotels, Sheraton Hotels, Coastal Hotels, Google, and major civic institutions.

My work spans enterprise brand platforms, national campaigns, executive storytelling, experiential environments, product launches, and large-scale engagement initiatives serving global audiences exceeding 100,000.

I translate business vision into creative direction that is distinctive, durable, and scalable across every touchpoint—from keynote stage to digital campaign to environmental design.

As a creative partner to executive leadership, I have shaped brand presence during moments of growth, transformation, and cultural inflection, helping organizations align what they build with how they are experienced visually and narratively.

I lead multidisciplinary teams and cross-functional partners across product, engineering, marketing, and operations, maintaining a high standard of craft while moving complex work forward with clarity and discipline.

Recognized for balancing vision with execution, I integrate emerging technologies, including AI-driven creative tools, in ways that support innovation without compromising precision or brand integrity.

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Creative Leadership Trusted by Global Enterprise and Civic Institutions

For more than two decades, I have served as a creative and strategic partner to executive leadership at globally recognized organizations, helping define how they communicate, present themselves, and evolve their brand expression during moments of growth, innovation, and transformation.

These partnerships span executive communications, brand evolution, enterprise storytelling, experiential environments, and high-visibility initiatives requiring creative clarity, discretion, and precision.

Microsoft

CREATIVE AND EXECUTIVE
COMMUNICATIONS PARTNER
SINCE 1994

Supporting product launches, executive engagement initiatives, enterprise storytelling, and leadership communications across multiple business units and global audiences.

Alaska Airlines

CREATIVE AND EXECUTIVE
LEADERSHIP PARTNER
SINCE 1996

Shaping executive presence, brand communications, and leadership engagement initiatives across customer-facing and internal environments.

Starbucks

CREATIVE PARTNER
TO EXECUTIVE LEADERSHIP
SINCE 2004

Supporting brand initiatives, leadership communications, experiential design, and executive engagement across enterprise and public-facing platforms.

T-Mobile

EXECUTIVE CREATIVE AND
COMMUNICATIONS PARTNER
SINCE 2008

Leading creative direction, executive communications, and enterprise brand expression across national leadership initiatives, product launches, experiential environments, and organizational transformation.

Seafair

EXECUTIVE CREATIVE PARTNER
AND SPECIAL BOARD ADVISOR /
EXPERT LIAISON **SINCE 2014**

Providing creative direction and strategic advisory support for one of the Pacific Northwest's largest civic and cultural institutions, shaping brand presence and executive engagement at citywide scale.

Seafair — Executive Communications & Brand Systems Partner

EXECUTIVE COMMUNICATIONS, BRAND STRATEGY, AND OPERATIONAL LEADERSHIP FOR CITY-SCALE CIVIC EVENTS



Scope

Serve as a strategic executive communications and brand systems partner to Seafair, collaborating directly with executive leadership, Board stakeholders, and the Director of Marketing to design, implement, and maintain the communications, brand, and operational infrastructure supporting one of the Pacific Northwest's largest civic and media-covered event organizations.

Work spans executive communications systems, broadcast-visible brand environments, accessibility and wayfinding infrastructure, and cross-organizational operational coordination involving civilian, military, and volunteer personnel.

Role

Act as a trusted leadership partner operating at the intersection of executive governance, marketing leadership, operations, and live event execution.

Provide strategic guidance, mentorship, and operational support to marketing leadership while designing and implementing communications and environmental systems ensuring executive visibility, operational clarity, and organizational continuity across complex, multi-stakeholder environments.

Serve as both strategic architect and implementation lead, ensuring executive communications environments, volunteer coordination systems, and public-facing infrastructure operate cohesively, reliably, and at scale.

Outcome

Strengthened Leadership Continuity

Mentored and onboarded the Director of Marketing, ensuring leadership stability and operational readiness.

Preserved Operational Continuity

Stabilized a 500-person volunteer workforce through direct leadership intervention, safeguarding uninterrupted event execution.

Enhanced Operational Efficiency and Accessibility

Designed and implemented improved wayfinding and accessibility systems, increasing clarity, safety, and attendee experience.

" As a member of the Seafair Board of Directors since the end of 2020, I've been consistently amazed by Natalie's passion and dedication as she's donated countless hours and resources to Seafair. She has contributed so much, not only in goods/materials but through giving of her time, knowledge, and skills. Even more noticeably, Natalie has leveraged her professional and personal network to make invaluable connections for individuals and organizations alike. She cares so much for people, she is always showing up for everyone around her in so many ways. And don't even get me started on her design skills - she has improved Seafair assets in innumerable ways over the years."

—Emily Hayes
Treasurer, Seafair Board of Directors



Natalie & Seafair CEO Emily Cantrell

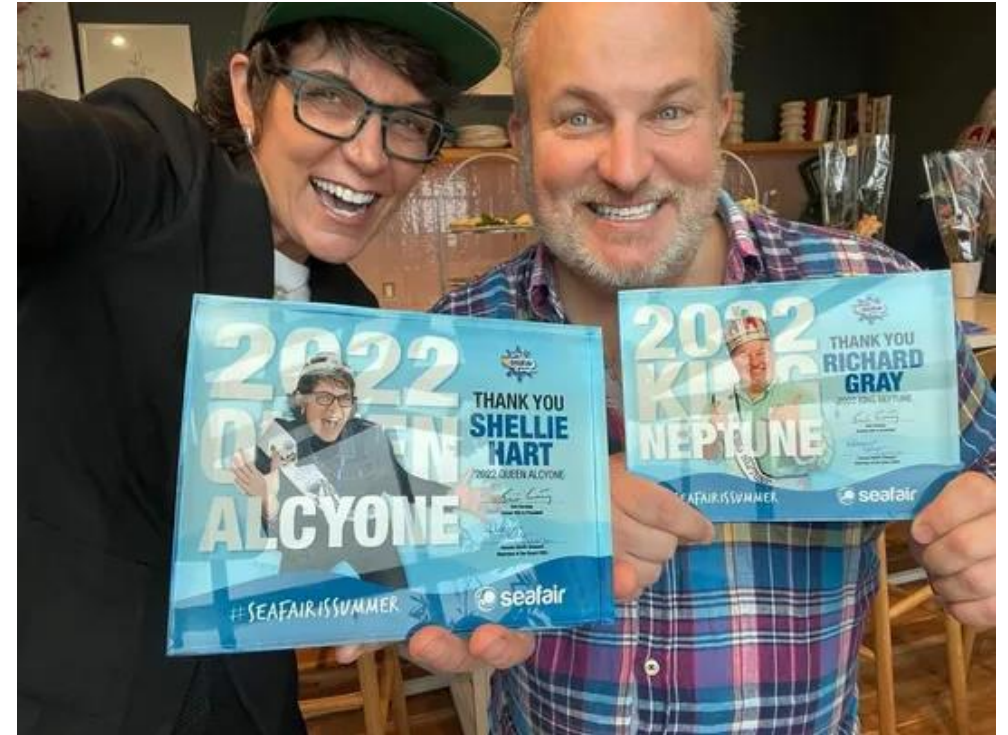


Key Responsibilities

- Directed Seafair's brand and communications strategy during a critical leadership transition, serving as the primary operational lead while onboarding and mentoring the newly appointed Director of Marketing.
- Designed and implemented executive stage environments, broadcast backdrops, and sponsor integration systems supporting live, media-covered events and executive visibility
- Devised and implemented improved wayfinding and accessibility systems, enhancing navigation, safety, and operational clarity across large-scale event environments
- Liaised directly with military leadership to align civilian and military operations, ensuring seamless coordination and compliance with safety and logistical requirements
- Stabilized a 500-person volunteer workforce during active event operations through direct leadership intervention, preserving organizational continuity
- Partnered with executive leadership, Board stakeholders, and marketing leadership to align communications strategy, operational execution, and public-facing brand presence
- Strengthened organizational resilience by establishing reliable communications infrastructure, improving operational efficiency, and reinforcing executive leadership credibility

Seafair — Seafair Volunteer Recognition & Awards Ceremony

CREATIVE DIRECTION, EXECUTIVE COMMUNICATIONS, AND GLOBAL LEADERSHIP EVENT DESIGN



Scope

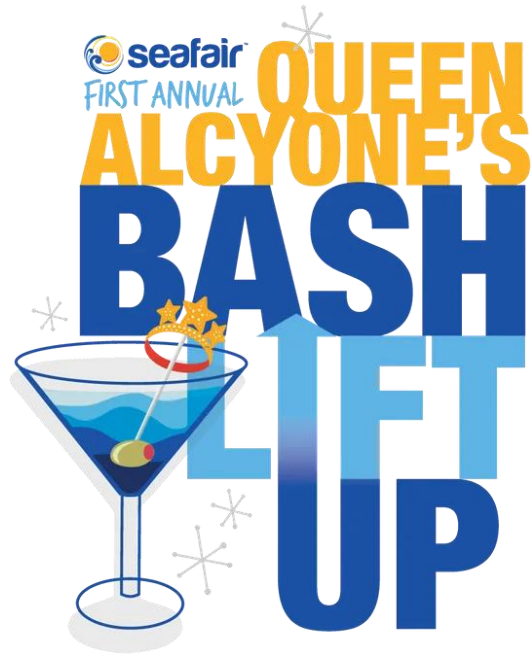
Led end-to-end strategy, planning, and execution of Seafair's official volunteer recognition and awards ceremony honoring over 500 volunteers. Secured and negotiated a donated venue and partner support under severe budget constraints while developing the full event brand identity, recognition program, and communications infrastructure.

Role

Served as executive program lead, responsible for venue acquisition, sponsor and talent coordination, event branding, and technical production. Designed all event graphics and recognition materials, coordinated logistics, secured donated talent and resources, and served as host and MC, ensuring seamless delivery and executive-level presentation.

Outcome

Successfully delivered a high-visibility, fully sponsored recognition event at minimal cost, strengthening volunteer retention, reinforcing organizational culture, and elevating Seafair's leadership credibility through professional execution and meaningful volunteer recognition.



"Natalie's logo for Seafair's new fundraiser was fresh and creative. A perfect blend of a nod to our history yet current. I would not hesitate to hire her again! She is creative, talented, and easy to work with."

— Patrick Harrison
Director of Marketing, Seafair

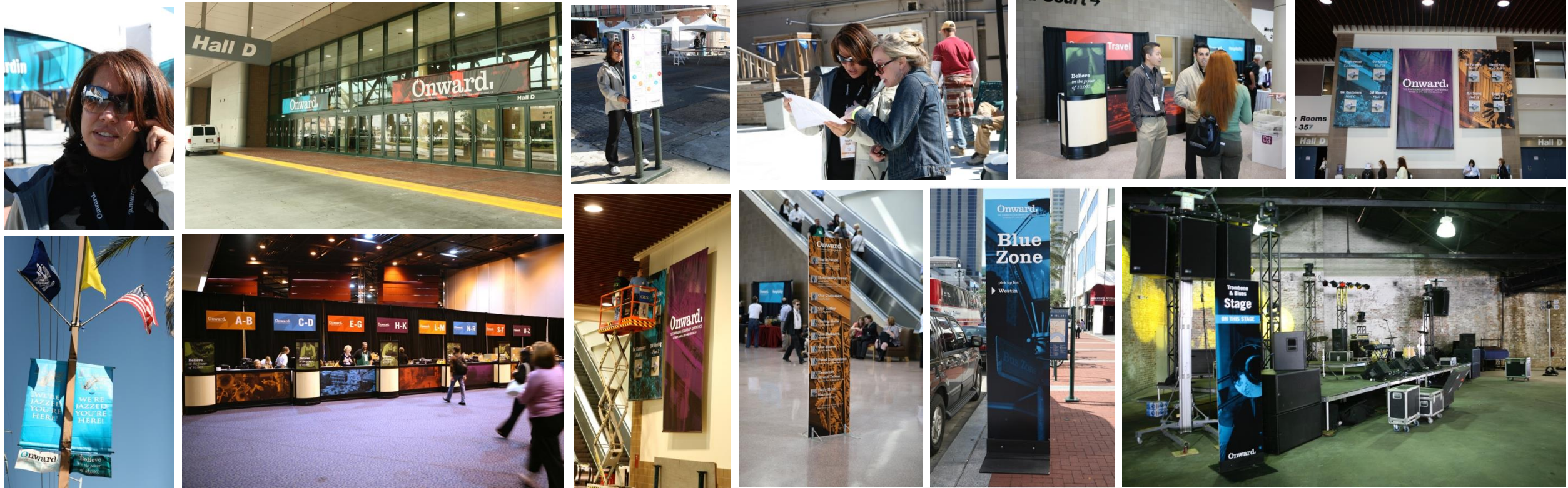


Key Responsibilities

- Secured and negotiated donated venue partnership with Alaska Airlines, enabling full event execution within limited budget constraints
- Directed end-to-end event planning, logistics, and operational coordination for a 500-person volunteer recognition ceremony
- Developed complete event brand identity, including recognition graphics, posters, awards materials, and communications assets
- Secured and coordinated donated talent, vendors, and technical resources to support live program delivery
- Designed and managed event technical production, ensuring seamless audiovisual and stage execution
- Served as host and MC, delivering live executive communications and facilitating program flow and honoree recognition
- Coordinated stakeholder participation, ensuring alignment across leadership, volunteers, sponsors, and production partners
- Ensured cohesive brand presence and professional execution across all event touchpoints

Starbucks Leadership Conference — New Orleans

CREATIVE DIRECTION, EXECUTIVE COMMUNICATIONS, AND GLOBAL LEADERSHIP EVENT DESIGN



Scope

Global leadership conference and citywide activation supporting approximately 10,000 Starbucks managers, including executive communications, environmental branding, multi-venue production, seven street fairs, and fifteen live concert events. Engagement included coordination with municipal agencies, executive leadership, vendors, and talent, as well as support for community initiatives involving approximately 4,000 Starbucks partners.

Role

Executive Creative Director and Operational Lead
Responsible for creative strategy, executive communications visual design, budget oversight, vendor coordination, and on-site operational leadership across conference venues and citywide activations.

Outcome

Successfully delivered a global leadership conference and citywide activation supporting approximately 10,000 Starbucks managers and 4,000 community service participants. Created a cohesive executive communications environment that reinforced leadership priorities and organizational alignment, while ensuring seamless execution across complex multi-venue conference programming, public activations, and live concert events. Strengthened executive engagement, supported Starbucks' partnership with the City of New Orleans, and contributed to a unified and impactful leadership experience.



Thanks for all your creativity, persistence, & hard work on the 2008 Starbucks Leadership Conference. I had a lot of fun working with you on this event!



—Kristi Felts
Starbucks

Key Responsibilities

- Served as primary liaison to Starbucks executive leadership team and internal communications stakeholders
- Partnered with City of New Orleans officials and municipal agencies to coordinate logistics, permitting, and citywide event execution
- Directed cross-functional collaboration with production vendors, staging teams, fabrication partners, and technical crews
- Managed talent coordination and production logistics for fifteen live concerts, including U2 and Bono
- Led on-site teams across conference venues, public activations, and live event environments
- Held full budget oversight, including planning, vendor negotiations, allocation management, and cost control
- Developed executive presentation visuals, environmental graphics, and large-scale branded installations
- Oversaw creative implementation and operational execution across seven street fairs and multiple venues
- Ensured alignment between executive messaging, visual communications, and operational delivery
- Provided real-time operational leadership, troubleshooting, and execution support throughout conference and public events

T-Mobile | Leadership EDGE program

EXECUTIVE COMMUNICATIONS, BRAND IDENTITY, AND PROGRAM VISUAL PLATFORM

LEADERSHIP EDGE

Brand Guidelines

January 2020



EXECUTIVE DEVELOPMENT — DIVERSITY DATA



Scope

Engaged to develop the complete brand identity and executive communications framework for T-Mobile's Leadership EDGE program, an enterprise leadership development initiative designed to support executive growth, internal advancement, and organizational alignment. The engagement required establishing a cohesive visual identity and communications system capable of supporting executive presentations, leadership program materials, digital communications, and executive development content. The visual framework needed to align with T-Mobile's enterprise brand while creating a distinct and recognizable identity specific to the Leadership EDGE initiative.

The scope included development of brand standards, executive communications materials, and scalable visual assets supporting program rollout and ongoing executive engagement.

Role

Led development of the Leadership EDGE brand identity and executive communications platform, establishing the program's visual architecture and communications framework. Designed the logo, brand system, and comprehensive visual guidelines ensuring consistency across all program materials.

Created executive presentation graphics, data visualizations, and leadership communications assets supporting executive development and internal engagement. Developed brand standards documentation and scalable visual templates enabling consistent application across digital, presentation, and program environments.

Collaborated with executive leadership, internal communications teams, and program stakeholders to align visual communications with organizational objectives and leadership development goals.

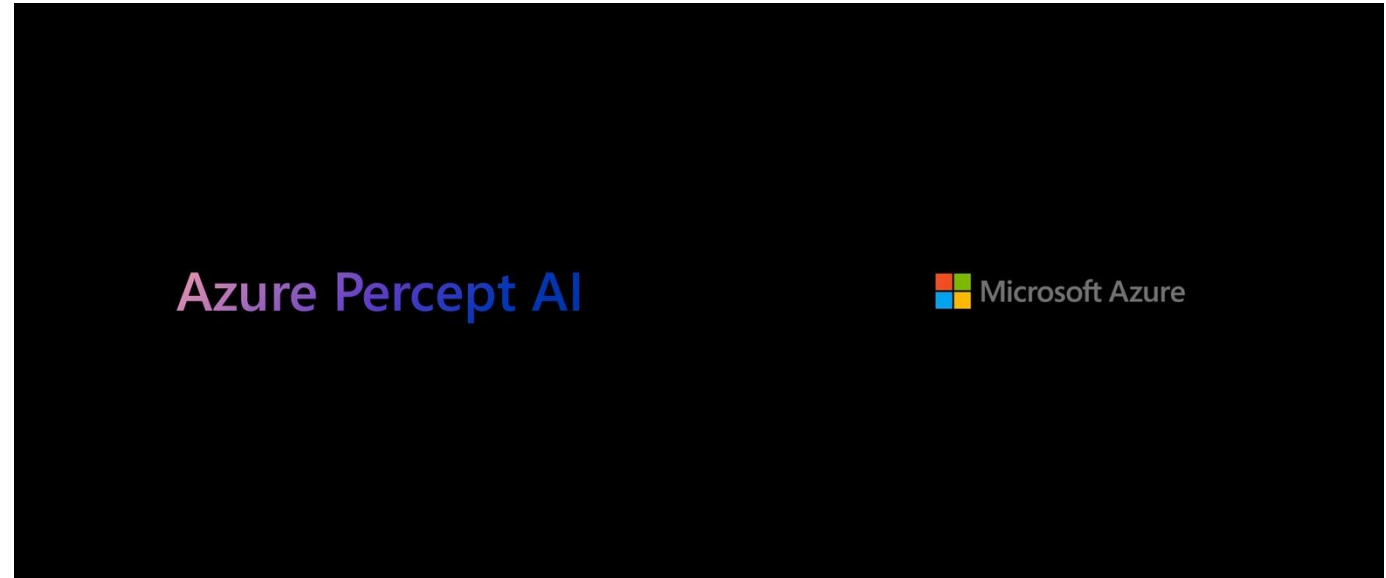
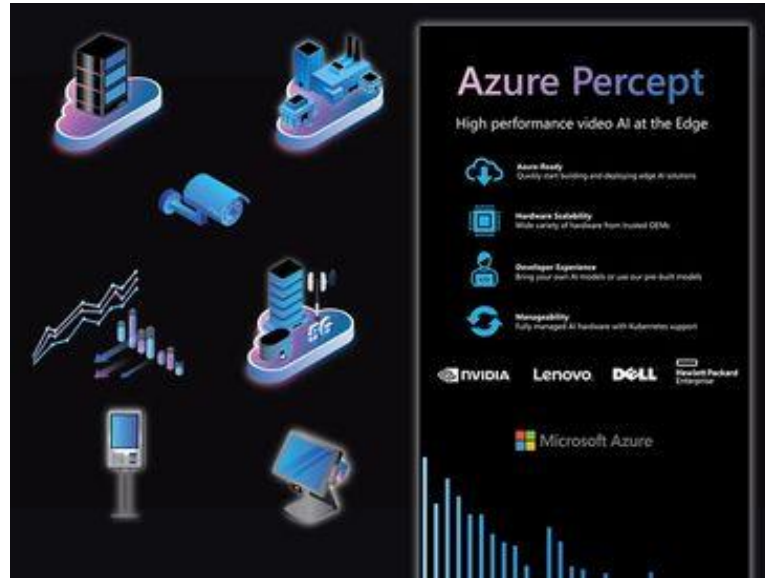
Outcome

Delivered a cohesive and scalable brand identity and executive communications system for the Leadership EDGE program, establishing a recognizable and unified visual platform supporting executive development and internal leadership initiatives. The visual identity and communications framework enabled consistent executive messaging, strengthened program recognition, and supported leadership engagement across the organization. The brand standards and supporting assets provided a foundation for ongoing program communications and future expansion.

The Leadership EDGE visual platform reinforced program credibility and established the foundational brand and communications system supporting executive leadership development and program visibility across T-Mobile.

Microsoft Azure Percept | Visual Language & Executive Communications

PRODUCT VISUAL LANGUAGE | EXECUTIVE COMMUNICATIONS | PLATFORM LAUNCH SUPPORT



Scope

Led the creation of Microsoft Azure Percept's visual language, developing dimensional iconography, launch graphics, and branded visual assets representing the platform across product marketing, partner ecosystems, and executive communications.

Established a cohesive visual system aligned with Microsoft Azure brand standards, supporting Azure Percept's introduction as part of Microsoft's edge AI and intelligent hardware ecosystem. Developed scalable brand assets deployed across launch materials, executive presentations, and partner-facing communications supporting global platform adoption.

Role

Visual Language Lead & Executive Communications Design Partner
Created the foundational visual identity system for Azure Percept, including dimensional iconography, product graphics, and visual frameworks used across product marketing, launch materials, and executive-level communications.

Worked directly with Microsoft's CIO, maintaining a straight line of communication to support development of executive presentations, strategic decks, and visual communications used across leadership briefings, product launches, and global events.

Ensured all visual systems aligned with Microsoft Azure brand standards while clearly communicating the platform's technical capabilities, ecosystem integration, and strategic role within Microsoft's broader AI and intelligent edge initiatives.

Outcome

Established the visual language and iconography system used to represent Microsoft Azure Percept across product launch materials, executive presentations, and partner ecosystem communications.

Enabled executive leadership, including the CIO, to communicate platform strategy, capabilities, and ecosystem integration through clear, cohesive, and visually authoritative presentation systems.

Contributed to the successful launch and positioning of Azure Percept within Microsoft's Azure platform, supporting partner adoption, product understanding, and global roll-out.

Azure Percept

Sense. Know. Act

Azure Percept

High performance video AI at the Edge



Azure-Ready
Quickly start building and deploying edge AI solutions



Hardware Scalability
Wide variety of hardware from trusted OEMs



Developer Experience
Bring your own AI models or use our pre-built models



Manageability
Fully managed AI hardware with Kubernetes support



nVIDIA

Lenovo



DELL



**Hewlett Packard
Enterprise**



Microsoft Azure



Key Responsibilities

- Led creation of Azure Percept's dimensional iconography and visual identity system
- Worked directly with Microsoft's CIO, supporting executive presentations, strategic decks, and global event communications
- Maintained direct communication with executive leadership to ensure visual clarity and alignment with platform strategy
- Developed launch graphics, product visuals, and branded assets supporting product marketing and partner ecosystem engagement
- Ensured alignment with Microsoft Azure brand standards across all platform visual communications
- Created scalable visual systems deployed across product launch, executive communications, and partner-facing environments
- Supported global platform introduction through cohesive visual storytelling and presentation systems

T-Mobile Enterprise Executive Communications

PRODUCT & TECHNOLOGY | EXECUTIVE LEADERSHIP ENABLEMENT



PEOPLE LEADERS CALL AGENDA

Time	Presenter	Topic	Length
10 am	Kevin Lau	Welcome/Introduction	10 minutes
10:10 am	Kevin Lau	2021 Enterprise Strategy	10 minutes
10:20 am	Bill or Wade	Migration/XP Update	10 minutes
10:30 am	James Curl	2021 Planning Roadmap	10 minutes
10:40 am	Erik White	Q4 Delivery	10 minutes
10:50 am	Jennifer Kronberger/Carrie Long	WFT	10 minutes
11:00 am	Joseph O'Keefe	PLEs	15 minutes
11:15 am	All Presenters	Q&A	15 minutes or as long as we need

OUR NEW ENTERPRISE APPROACH TO STRATEGIC PLANNING

Key changes to our strategic planning processes:

- 1 Shifting to a 5-year integrated financial plan that looks past the current year and begins to ascribe financial implications to assumptions about shifts in our business over next 5 yrs.
- 2 Developing a rolling 6-qttr operating plan that the LoBs and operating functions can lock arms on, ensuring tighter linkages between our operating plans, financial plans and enterprise strategy.
- 3 Integrating an orthogonal view of the plans against our top Corporate Priorities to ensure we deliver on the outcomes that we must get right to achieve our aspirations, regardless of how they change against our org chart our business focus point.



NEW T-MOBILE VISION AND ASPIRATION

VISION | #1 IN CUSTOMER CHOICE & #1 IN CUSTOMERS' HEARTS

Builds on three foundational pillars:

- 1. Unlock the Potential of Massive Scale (Value Leadership)
- 2. Build the World's Best 5G Network (Product Leadership)
- 3. Deliver the Best Experiences from the Best Team (Experience Leadership)

To deliver on 3 key ambitions:

- OUTGROW COMPETITORS
- OVERDELIVER ON SYNERGIES
- POSITION FOR LONG TERM SUCCESS



Scope

Owned executive communications supporting T-Mobile's Product & Technology, developing strategic presentations, leadership briefings, and enterprise communications used to align executive leadership, senior directors, and operational teams across multi-billion-dollar business initiatives.

Role

Executive Communications Strategist & Visual Communications Lead

Partnered directly with executive leadership, senior directors, and cross-functional teams to develop executive presentations and enterprise briefing systems communicating strategic planning, merger integration, migration initiatives, and long-term enterprise roadmap execution.

Outcome

Enabled executive leadership to communicate enterprise strategy, migration initiatives, and operational priorities with clarity and authority. Supported executive alignment during one of the most complex operational periods in company history, including merger integration, enterprise migration, and long-term strategic planning.



Key Responsibilities


- Developed executive presentations supporting enterprise strategy, migration, and operational planning
- Created leadership briefing communications used by senior executives and directors
- Designed executive communications for Product & Technology strategic planning and enterprise roadmap alignment
- Supported executive communications related to Sprint merger integration and enterprise migration initiatives
- Developed executive flash briefings and leadership communication frameworks
- Translated complex enterprise strategy, financial priorities, and operational initiatives into clear executive narratives
- Supported enterprise-wide leadership communications across business units and executive teams
- Ensured executive communication clarity, consistency, and brand alignment across leadership presentations

T-Mobile National Retail Executive Communications

EXECUTIVE COMMUNICATIONS LEADERSHIP | NATIONAL RETAIL DIVISION

Josh Will

SVP & Sr. Category




Josh Will is the Senior Vice President Category Officer for Best Buy Co. Inc. He is responsible for the multi-channel functions, retail functions and the development of a pipeline for a collection of revenues including Mobile Phones, Health & Headphones and new businesses.

Mr. Will has over 20 years of retail management experience, leading the categories, retail functions and the Strategic Growth Office. He has special expertise in the integration of technology. He helped to lead Best Buy Home Theater, Mobile Phones

Mike Mohan

President & COO



Mike Mohan is president and chief operating officer for Best Buy Co. Inc. In this role, he is responsible for the operations of Best Buy's U.S. and international businesses, in stores, online and in customers' homes. In addition, he leads service, customer experience, category management, merchandising, marketing, supply chain and real estate.



Mike joined Best Buy in 2004 and has served in a variety of leadership positions at the company. Most recently, he was chief operating officer for Best Buy's U.S. business.

Previously, Mike was senior executive vice president and chief merchandising and marketing officer. In that role, he oversaw the launch of thousands of store-within-a-store locations in partnership with leading technology vendors, the expansion of Best Buy's own Magnolia and Pacific Kitchen and Home brands, the evolution of the company's private-label brands, the launch of emerging categories such as 4K UHD TVs, health and fitness devices, and smart home products.

Mike started at Best Buy as vice president of the digital imaging business group. Prior to joining the company, Mike was vice president and general merchandise manager for Good Guys, an audio-visual specialty retailer that operated 79 stores in the western United States. Before that, he served in various positions at Future Shop, a Canadian consumer electronics retailer.

Mike serves as a trustee for the Boys & Girls Clubs of America and serves on the board of directors for Bloomer Brands Inc.

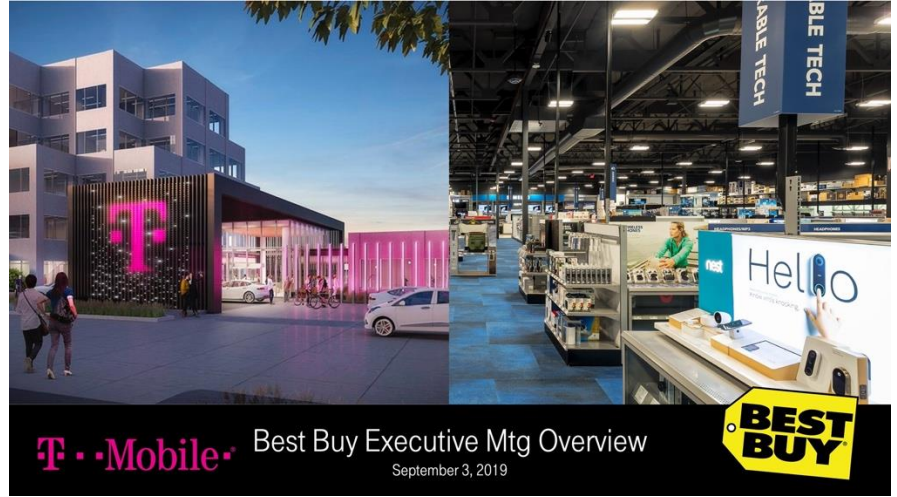
Attendees

 <p>Mike Mohan Best Buy COO & President</p>	 <p>Matt Stanoff Chief Marketing Officer</p>	<p>Doug Chartier SVP, Retail Sales</p>
<p>Jason Bonfigli Best Buy Chief Merchant</p>	<p>Peter Ewens Chief Strategy Officer</p>	<p>Jackson Tingley VP, Retail Sales</p>
<p>Josh Will SVP, Category Merchant</p>		

Best Buy – Close to closing its doors in 2012, the retailer reinvented itself through their “Renew Blue” Strategy. They embraced a new way to “retail” during the Amazon-effect impacting other retailers. A maniacal focus on customer experience, employees, and technology were anchors to executing the turnaround.

5 Key Pillars to Best Buy's Turnaround

1. Reinvigorate the customer experience
2. Attract “transformational leaders” and energize employees
3. Work with vendors to innovate and drive value
4. Increase the company's ROIC by growing revenues & efficiency
5. Make the world a better place through recycling efforts and giving people access to technology



Scope

Owned executive communications and presentation strategy for T-Mobile's National Retail division, supporting senior leadership engagement with the company's largest retail partners including Walmart, Costco, Best Buy, and Dollar General. Responsible for developing executive-level communications used across strategic partner meetings, corporate planning cycles, and global industry events including CES.

Role

Executive Communications Strategist & Visual Communications Lead Served as a trusted communications partner to National Retail senior leadership, responsible for translating complex business strategy, retail expansion initiatives, and 5G rollout plans into executive-ready presentations. Supported ongoing executive engagement across multiple Fortune-level retail partnerships and high-visibility corporate events.

Outcome

Enabled National Retail Leadership to communicate strategic priorities, partnership performance, and growth initiatives with clarity and executive authority. Supported executive alignment across major retail partnerships during a critical period of national expansion, Sprint merger integration, and 5G deployment. Established long-term trusted partnership with senior leadership as a primary resource for executive communications.

I worked with Natalie for many years on high profile branded projects for T-Mobile including presentations, corporate events and more. We have traveled together to CES on a couple of occasions and she provided onsite support and made sure we have stayed on brand and message throughout, while meeting extremely tight deadlines.

During our years of working together, Natalie has remained a partner I could count on whenever I needed anything, and always went above and beyond.

She made using her and her team at idesign seamless for our organization. She continues to do great work for T-Mobile, and be a great resource I can always count on whenever I need any brand direction, or projects completed on brand and on time.

— James Kirby
SVP National Retail

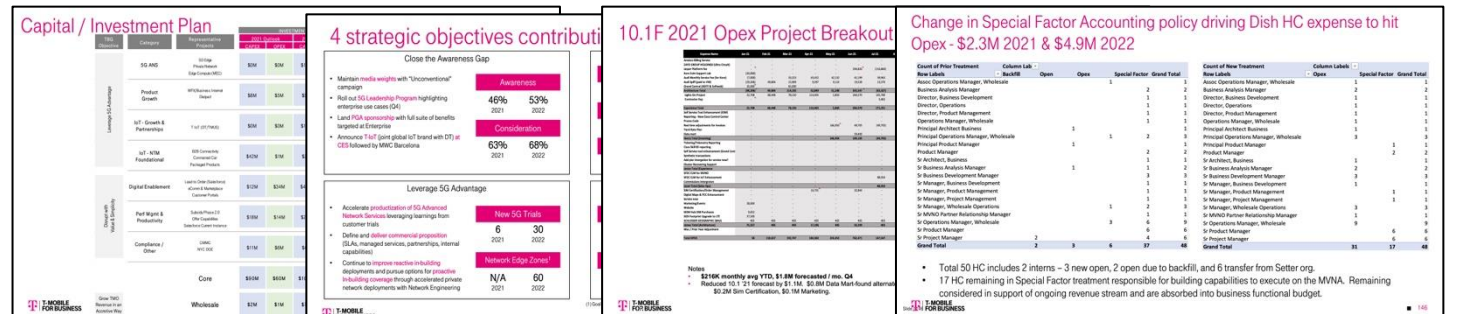
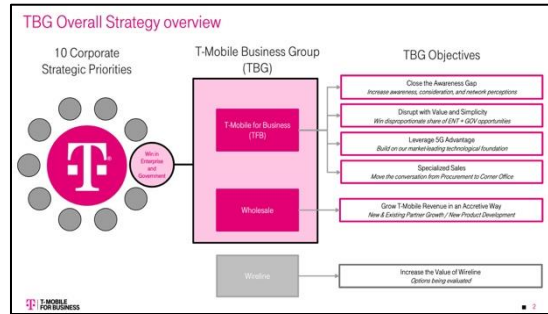
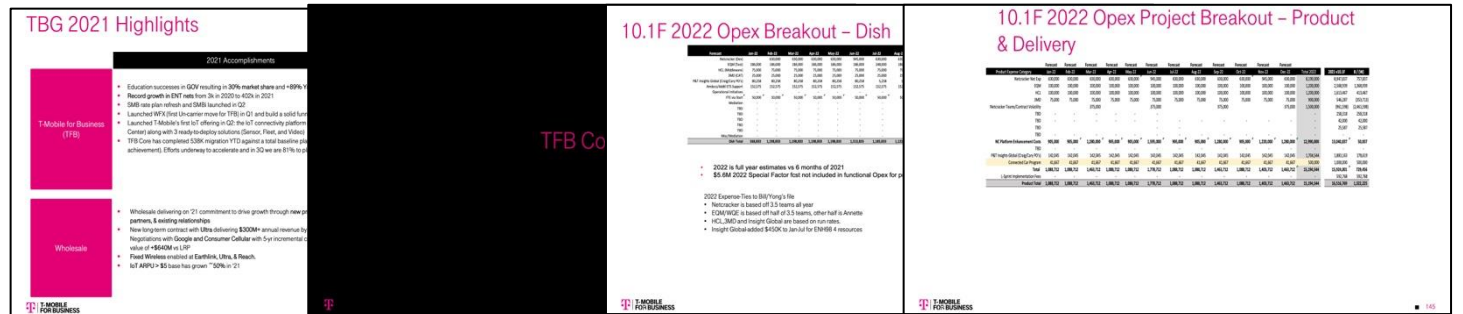


Key Responsibilities

- Owned executive communications supporting T-Mobile's National Retail division
- Developed executive presentations used in C-suite and senior leadership partner meetings
- Supported strategic engagement with major retail partners including Walmart, Costco, Best Buy, and Dollar General
- Led narrative development translating business strategy into executive-level communications
- Directed visual communications strategy across multi-year retail partnership initiatives
- Supported executive communications across corporate events including CES
- Ensured brand consistency and executive clarity across all National Retail leadership communications
- Partnered directly with senior leadership to align messaging with business and partnership objectives

T-Mobile for Business (TFB) Executive Financial Plan Communications

EXECUTIVE COMMUNICATIONS | STRATEGIC FINANCIAL PLANNING | EXECUTIVE LEADERSHIP ENABLEMENT



Scope

Developed executive communications supporting T-Mobile for Business strategic planning, including annual operating plans, long-range financial forecasts, and executive budget reviews. Created complex presentation systems translating multi-billion-dollar financial strategy into clear executive narratives.

Role

Executive Communications Strategist & Visual Narrative Lead Partnered directly with executive leadership, finance, product, and operations teams to develop executive-level budget presentations used to communicate investment strategy, revenue growth plans, and operational priorities. Responsible for structuring and visualizing complex financial data into clear, decision-ready communications

Outcome

Enabled National Retail Leadership to communicate strategic priorities, partnership performance, and growth initiatives with clarity and executive authority. Supported executive alignment across major retail partnerships during a critical period of national expansion, Sprint merger integration, and 5G deployment. Established long-term trusted partnership with senior leadership as a primary resource for executive communications.

Natalie is not only a talented graphic designer but a strategic business partner and problem solver. No matter what you're trying to accomplish, she will partner with you to find a solution. She has resources for everything and always strives to get you the best value possible. Natalie is an out-of-the box thinker who acts quickly and delivers outstanding results. I am always amazed at how responsive she is no matter what time of day or night. Natalie makes us all look better than we really are!

— Vanessa Gallant

Sr Manager Communication Executive
& Internal Communications

Key Responsibilities

- Developed executive budget and operating plan presentations
- Translated complex financial models, forecasts, and operational data into executive-level communications
- Supported annual operating plan (AOP), long-range planning (LRP), and executive budget review cycles
- Created structured executive narratives aligning financial performance with strategic priorities
- Visualized multi-billion-dollar revenue, expense, and investment plans for executive leadership review
- Partnered with finance, strategy, and executive leadership teams to ensure communication clarity and accuracy
- Ensured consistency and alignment across cross-functional executive communications
- Developed scalable visual systems to support ongoing financial and strategic communications



T-Mobile Executive Communications & Enterprise Events Lead

CROSS-FUNCTIONAL EXECUTIVE COMMUNICATIONS | ENTERPRISE STRATEGY | ORGANIZATIONAL ALIGNMENT AT SCALE



Scope

Led development of executive communications supporting enterprise-wide All Hands and leadership forums across multiple T-Mobile business units, including:

- T-Mobile for Business
- National Retail
- Product & Technology
- Customer Care
- Financial Operations (FinOps)
- HR
- Tech Care
- Tech Experience

Created executive presentation systems translating enterprise strategy, financial priorities, operational transformation, and cultural initiatives into scalable communications reaching thousands of employees.

Role

Served as executive communications lead responsible for developing leadership messaging, executive presentations, enterprise All Hands communications, and event communication systems, while coordinating directly with senior leaders, event logistics teams, and technical production to ensure successful delivery.

Outcome

Enabled clear, aligned executive communications across enterprise organizations, supporting leadership engagement, organizational alignment, and successful execution of enterprise All Hands, national leadership meetings, and strategic corporate initiatives.



Key Responsibilities

- Developed executive communications, All Hands presentations, and leadership messaging frameworks
- Created all executive presentation materials, infographics, and visual communication systems
- Translated complex operational, technical, and financial information into clear executive-level communications
- Partnered directly with senior leadership to shape narrative, messaging, and presentation strategy
- Led communications development for enterprise All Hands, leadership meetings, and national events
- Created executive videos, supporting communications materials, and leadership engagement content
- Developed executive email communications, invitations, and leadership event messaging
- Produced branded event communications materials, executive support assets, and engagement tools
- Coordinated with event logistics teams, technical production teams, and onsite AV support
- Conducted site reviews to evaluate venue readiness, presentation environments, and technical requirements
- Provided onsite executive communications support during enterprise events and leadership meetings
- Managed presentation delivery logistics, technical coordination, and executive readiness
- Supported enterprise communications across multiple business units simultaneously
- Ensured messaging consistency, executive alignment, and successful communications delivery at scale

T-Mobile TALENT REVIEW

EXECUTIVE TALENT REVIEW ENABLEMENT — LEADERSHIP NARRATIVE FRAMEWORK & CALIBRATION

TALENT REVIEW QUICK REFERENCE GUIDE

RATING ENTRY FOR EMPLOYEES

Overview: Talent Reviews increase talent visibility across the organization and enables data-driven talent development decisions. This guide has been created to help you through the first phase – the system task of adding talent review ratings for your employees. Typically, Workday is leveraged for the system task. However, due to system integration, this year Talent Review sites will be used in the interim. Post system integration, the data collected will be added to Workday.

T-Mobile
11.2020

How To: Enter Ratings into the Talent Review Site

From the home page, follow these 6 steps to begin evaluating your employee

STEP 1

Click on the name of the employee.

STEP 2

Once in the new tab, click "Edit Item"

STEP 3

Complete the form fields then hit save

STEP 4

Click on your Employee ID at the bottom of the page

STEP 5

Once in the new tab, click "Edit Item"

STEP 6

Complete the form fields then hit save

See next page for examples of great write-ups and more!

EXAMPLES OF TYPES OF ANSWERS & INFO WE ARE SEEKING:

	GOOD	WEAK
BACKGROUND (Educating/Certifications)	BS in Business Administration University of Illinois, Chicago, IL 2012	AMA Sales Management Certification Certified Professional Sales Person (CPSP) Certified Professional Sales Leader (CPSL) Certified Sales Leader
KEY PRE-T-MOBILE EXPERIENCE (List up to 3 roles, no more than 20 words)	Vice President of Sales Johnny B. Events Company 5/2006 - 07/2014 • Managed the Sales & Marketing staff, set KPIs	Vice President of Sales Johnny B. Events Company 05/2004 - 07/2014 • Managed the sales team, setting and monitoring KPIs • Signed new accounts for high-profile events • Maintained excellent client satisfaction
KEY T-MOBILE/LEGACY SPRINT ROLES (List up to 3 roles, no more than 20 words)	Channel Director NR T-Mobile 09/2018 - 09/2020 Dallas, Texas • Led field sales team of 650 direct/indirect reports. Managed \$35M budget.	Region President Sprint 10/2015 - 07/2018 Ohio, Pennsylvania and West Virginia • Responsible for the PSL, sales strategy, network oversight, customer service, marketing communications and general operations supporting the full portfolio of Sprint products.
UNIQUE STRENGTHS/SUPERPOWERS (no more than 40 words)	<ul style="list-style-type: none"> Forward-thinking futurist Motivator Incredible motivator Data worshipping Proven leader Innovator 	<ul style="list-style-type: none"> Power of Accountability Power of Conviction Power of Persuasion Power of Competence Power of Collaboration
LEADERSHIP STYLE (no more than 40 words)	<ul style="list-style-type: none"> Coach Visionary Humble Democratic Pioneering Transformational 	<ul style="list-style-type: none"> Authoritarian Laissez-faire Transactional Bureaucratic
SHORT TERM/ LONG TERM GOALS (no more than 40 words)	<ul style="list-style-type: none"> Earning a new certificate or degree. Improving my KPIs Improving my networking and communication skills. 	<ul style="list-style-type: none"> Becoming a mentor. Improving the company bottom line. Becoming more proactive.

Talent Assessment Quick Guide

Overview: Talent Reviews increase talent visibility across the organization and enables data-driven talent development decisions. This guide has been created to help you through the first phase – the system task of adding talent review ratings for your employees. Typically, Workday is leveraged for the system task. However, due to system integration, this year Talent Review sites will be used in the interim. Post system integration, the data collected will be added to Workday.

How to Enter Ratings into the Talent Review Site

Prior to entering ratings into the system, if you would like a tool to help you think through the ratings, you can access it here.

- Access the Talent Review Site: If you are a former Sprint employee, you will be redirected to the Talent Review Site. If you are a former Sprint employee, you will be redirected to the Talent Review Site.
- The employees to review will be listed. Click you to fill out in a new tab.
- Click into the new tab.
- Once in the new tab, click "Edit Item" in the top right corner.
- Complete the form fields.
- Once finished, click the "Save" button at the bottom right.
- Repeat these steps as needed to complete the review.

If you have questions, reach out to [talent@t-mobile.com](#)

Ratings Glossary

Across all rating categories "Too New To Rate" = ATR

Rating	Definition	Leadership Rating	Definition
Low	There is likely no mention about the employee's performance in their current path within T-Mobile.	Low	Consistently exceeds competency expectations for their level of leadership.
Medium	The employee has mentioned their current path within T-Mobile, education, experience, expertise or skill set that industry recruiters and hiring managers would expect to see in their role and on their current resume for that role.	Medium	Meets competency expectations for their level of leadership.
High	The employee has mentioned their current path within T-Mobile, education, experience, expertise or skill set that industry recruiters and hiring managers would expect to see in their role and on their current resume for that role. The employee has mentioned their current path within T-Mobile, education, experience, expertise or skill set that industry recruiters and hiring managers would expect to see in their role and on their current resume for that role.	High	Does not exhibit the competencies for their level of leadership.
Low	Employees are cross-trained on day work if the individual left the company within 12 months of their departure.	Low	Enter meaningful comments to support your ratings. Use this field to support the "why" behind your assessment. Do not format your notes, the formatting (including paragraph breaks) will not transfer to Workday.
Medium	The departure of the employee from the team member camp into full-time work would come to a severe slow-down or stop.	Medium	Enter formal and informal developmental opportunities to close gaps and amplify strengths. Do not format your notes.
High	Work would come to a severe slow-down or stop.	High	As you complete your ratings, check out some biases to look out for and some questions to ask yourself below.

Confirmation bias: The tendency to search for or interpret new information in a way that confirms a person's pre-existing beliefs.

Affinity bias: We gravitate toward people like ourselves in appearance, beliefs, and background. And we may avoid or even dislike people who are different from us.

Halo and Horns effects: The tendency for positive or negative impressions of a person in one area to positively or negatively influence one's opinion or feelings in other areas.

Recency bias: Judging based only on most recent performance - forgetting about the entire picture.

Primacy Bias: Focusing on information learned early on in the relationship, like first impressions.

Scope

T-Mobile Talent Management engaged Natalie Chantal Luke to develop an executive-ready enablement framework supporting rollout of a new enterprise Talent Review process. Vice Presidents were required to complete structured talent profiles used for leadership calibration, succession planning, and development decisions.

The initiative required translating complex evaluation criteria into a clear, visually structured guide with narrative examples and workflow instruction, enabling leaders to communicate leadership strengths, experience, and leadership style concisely within defined constraints.

This work supported enterprise transition between SharePoint and Workday talent systems, ensuring consistency, clarity, and effective executive participation across the organization.

Role

Served as Executive Communications Strategist and Enablement Designer, responsible for developing the visual and narrative framework supporting leadership talent reviews. Translated talent evaluation requirements into clear executive guidance, structured narrative models, and workflow tools.

Designed executive-ready reference materials and communication systems enabling leaders to document strengths, experience, and leadership style with clarity, consistency, and alignment to organizational competencies.

Outcome

Delivered a scalable executive enablement framework improving clarity, consistency, and quality of leadership talent profiles across T-Mobile. Enabled more effective leadership calibration discussions and supported adoption of the new Talent Review process.

The framework strengthened alignment around leadership evaluation and improved consistency of talent assessment across the organization.

Beautiful design and compelling content -- that's what you'll consistently get from Natalie and her iDesign team. Their work illuminates the value of your business in creative ways that'll stick with your audience.

As a communications manager at T-Mobile, I employed Natalie on dozens of high-profile projects. Every time she delivered inventive ideas and polished communication products that consistently received praise both from senior-level executives at T-Mobile and audiences who received the information.

What stunned me most: she's fast. This brainy artist develops brilliance on the fly. She's that good. And that's hard to find!

— Simon Green
Sr. Communications Manager Microsoft



Key Responsibilities

- Designed and authored the Executive Talent Review Quick Reference Guide used by VP-level leadership to complete enterprise talent evaluations.
- Translated Talent Management requirements into a clear visual and narrative framework supporting leadership calibration, succession planning, and development decisions.
- Developed structured narrative models and examples for leadership strengths, experience, and leadership style to ensure clarity and consistency across executive submissions.
- Created executive-level workflow guidance for SharePoint-based talent profile completion, ensuring accuracy and usability during enterprise system transition.
- Defined communication standards and narrative structure to improve comparability and effectiveness of leadership talent profiles.
- Partnered with Talent Management leadership to align enablement materials with organizational leadership competencies and enterprise talent management objectives.
- Designed visually structured executive communications supporting adoption of the new Talent Review process across senior leadership.



Natalie has been amazing to work with. She simply 'gets it'. My boss and I have really high standards and Natalie knocked it out of the park on a key project we needed to really 'wow' people with. It's been 4 weeks and people are STILL raving about the project, and it's all due to Natalie's keen eye for design and truly understanding the bigger picture of what we needed to accomplish. But Natalie isn't just business savvy, she's kind, empathetic and fair — I truly couldn't imagine working with anyone else for our design needs. I work for a company that has extremely tight deadlines for everything and she was able to flex and get us what we needed in time, even without a lot of notice. Thank you, Natalie, for going above and beyond, we adore you and your team!!

Nicole Forward
Leading Executive Development at T-Mobile




Key Responsibilities

- Developed the Leadership EDGE program brand identity, including logo and visual system
- Established comprehensive brand guidelines supporting consistent program implementation
- Designed executive presentation graphics and leadership communications materials
- Created data visualizations and executive reporting graphics supporting program communications
- Developed scalable templates supporting executive presentations and program materials
- Defined visual standards supporting digital, presentation, and print communications
- Ensured alignment with T-Mobile enterprise brand standards and executive communications strategy
- Collaborated with executive leadership and program stakeholders to align communications objectives
- Delivered production-ready assets supporting program rollout and ongoing executive engagement
- Established scalable visual communications framework supporting long-term program use

T-Mobile Enterprise Executive Communications

T-MOBILE FOR BUSINESS (TFB) | EXECUTIVE LEADERSHIP ENABLEMENT



TFB FLASH BRIEFING

May 7, 2021

Welcome to your monthly flash briefing. Below you'll find relevant and helpful resources as you communicate with your teams throughout the month of May. Please take a moment to peruse the briefing and share what you feel will best help your teams. Please note that the Q1 Katz Chat will be Friday, May 14, at 11:30 a.m. ET/8:30 a.m. PT.


Mike Katz Awarded Gold!

Congratulations, Mike! TFB's EVP has been named the GOLD winner of the Stevie Awards for Achievement in Management - Telecom. The Stevie Awards recognize and create public awareness of excellence in the workplace across the globe and are the world's premiere business awards. Mike will be recognized during a virtual awards ceremony on Wednesday, June 30 at 2 pm ET/11 am PT. Spread the word so your teams celebrate Mike's recognition!

Diversity, Equity, and Inclusion

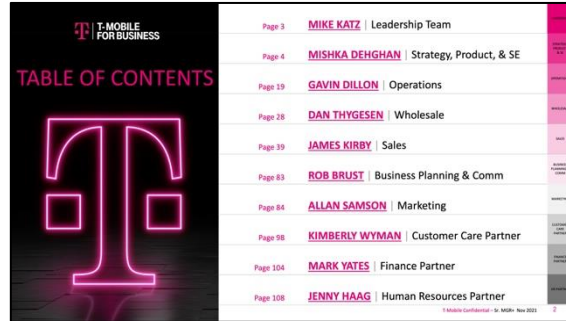
TFB Driving Change
As we continue Driving Change in TFB, our mission to deliver results by creating an inclusive, diverse, and empowered work environment is built on a foundation of common understanding.

- We launched our first **Cultural Literacy Curriculum in Cornerstone** on 04/05. This self-paced learning journey consists of curated surveys, questions, videos, readings, and even movies to build our foundational knowledge in important areas of American culture. We recognize everyone will be at a different place in their knowledge journey, so you will have 6 months to complete this curriculum. Ultimately, this foundational knowledge will support all TFB employees in finding new ways to build value from diverse perspectives. We encourage everyone to pace themselves as they invest time to complete this journey.

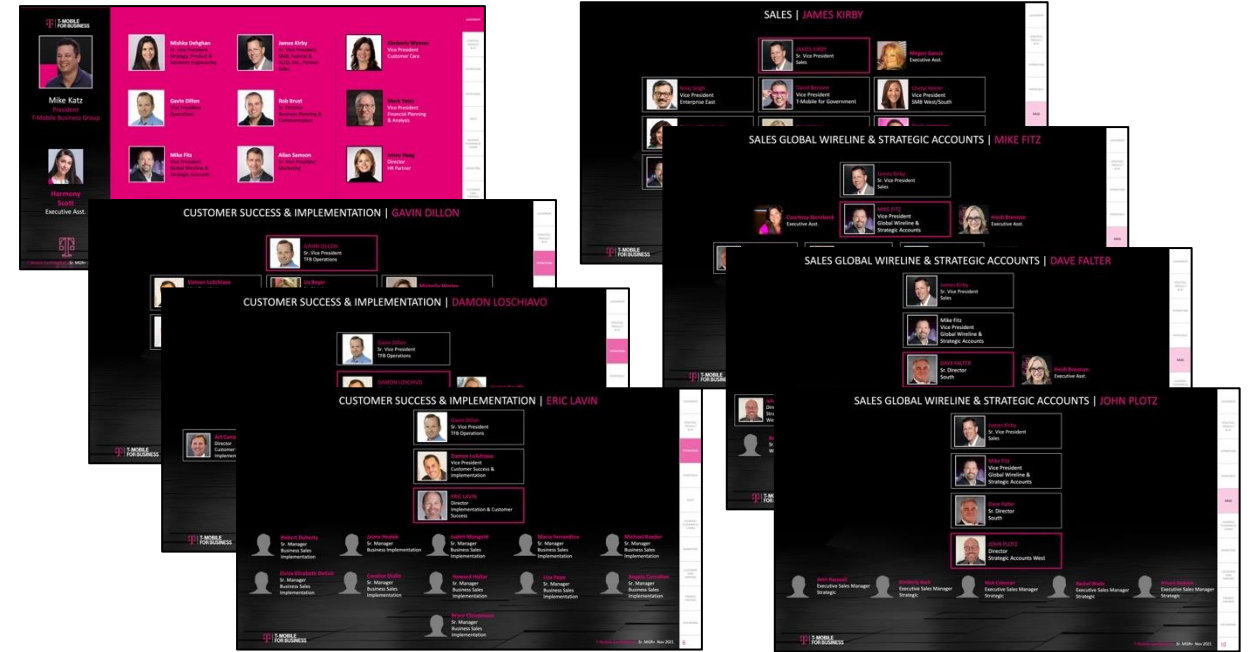


T-MOBILE BUSINESS GROUP ORG CHART

SR. MANAGER PLUS



Page 3	MIKE KATZ Leadership Team
Page 4	MISHKA DEGHAN Strategy, Product, & SE
Page 19	GAVIN DILLON Operations
Page 28	DAN THYGESEN Wholesale
Page 39	JAMES KIRBY Sales
Page 63	ROB BRUST Business Planning & Comm
Page 84	ALLAN SAMSON Marketing
Page 98	KIMBERLY WYMAN Customer Care Partner
Page 104	MARK YATES Finance Partner
Page 108	JENNY HAAG Human Resources Partner



A series of executive briefing slides for T-Mobile Business Group. The slides feature a grid of executive portraits and their titles, organized into functional areas:

- SALES | JAMES KIRBY**: Includes portraits of James Kirby (Sales), Mike Fitz (Sales Global Wireline & Strategic Accounts), and John Plotz (Sales Global Wireline & Strategic Accounts).
- CUSTOMER SUCCESS & IMPLEMENTATION | GAVIN DILLON**: Includes portraits of Gavin Dillon (Customer Success & Implementation), Eric Lavin (Customer Success & Implementation), and Damon Loschavo (Customer Success & Implementation).
- SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | MIKE FITZ**: Includes portraits of Mike Fitz (Sales Global Wireline & Strategic Accounts) and John Plotz (Sales Global Wireline & Strategic Accounts).
- SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | DAVE FALTER**: Includes portraits of Dave Falter (Sales Global Wireline & Strategic Accounts) and John Plotz (Sales Global Wireline & Strategic Accounts).
- SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | JOHN PLOTZ**: Includes portraits of John Plotz (Sales Global Wireline & Strategic Accounts) and other executives.

Scope

Owned executive communications supporting T-Mobile's Product & Technology, developing strategic presentations, leadership briefings, and enterprise communications used to align executive leadership, senior directors, and operational teams across multi-billion-dollar business initiatives.

Role

Executive Communications Strategist & Visual Communications Lead

Partnered directly with executive leadership, senior directors, and cross-functional teams to develop executive presentations and enterprise briefing systems communicating strategic planning, merger integration, migration initiatives, and long-term enterprise roadmap execution.

Outcome

Enabled executive leadership to communicate enterprise strategy, migration initiatives, and operational priorities with clarity and authority. Supported executive alignment during one of the most complex operational periods in company history, including merger integration, enterprise migration, and long-term strategic planning



Key Responsibilities

- Developed executive presentations supporting enterprise strategy, migration, and operational planning
- Created leadership briefing communications used by senior executives and directors
- Designed executive communications for Product & Technology strategic planning and enterprise roadmap alignment
- Supported executive communications related to Sprint merger integration and enterprise migration initiatives
- Developed executive flash briefings and leadership communication frameworks
- Translated complex enterprise strategy, financial priorities, and operational initiatives into clear executive narratives
- Supported enterprise-wide leadership communications across business units and executive teams
- Ensured executive communication clarity, consistency, and brand alignment across leadership presentations



T-Mobile #UNSTOPPABLE TOUR

MULTITACTION INTERACTIVE SHOW SYSTEM AND EXECUTIVE COMMUNICATIONS PLATFORM



05:00

#UNSTOPPABLE
TOUR 2018

05:00



Scope

Engaged by T-Mobile to design and develop the visual graphics and show system for the MultiTaction interactive platform as part of the #UNSTOPPABLE Tour. This marked the first implementation of MultiTaction technology within T-Mobile's Technology Center, requiring the creation of a cohesive visual system optimized for large-format, multi-user interactive display environments.

The engagement required translating executive communications and brand identity into a dynamic visual experience capable of functioning seamlessly within the MultiTaction platform. The system was designed to support leadership messaging while leveraging interactive capabilities to create an immersive communications environment.

Role

Creative lead responsible for designing and producing the complete visual graphics system, motion assets, and presentation content deployed on the MultiTaction platform.

Established the visual architecture and asset system required to support interactive display environments while ensuring alignment with enterprise brand standards and executive communications objectives.

Developed platform-specific visual content optimized for high-resolution, multi-user interactive displays and ensured seamless integration with the Technology Center's technical infrastructure.

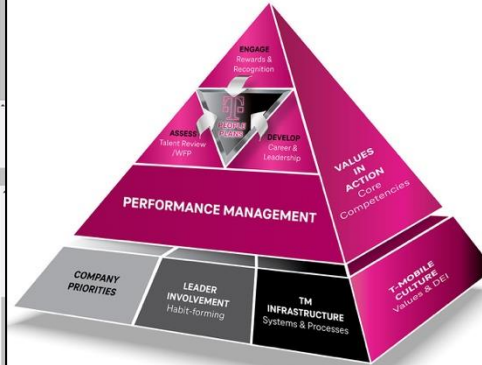
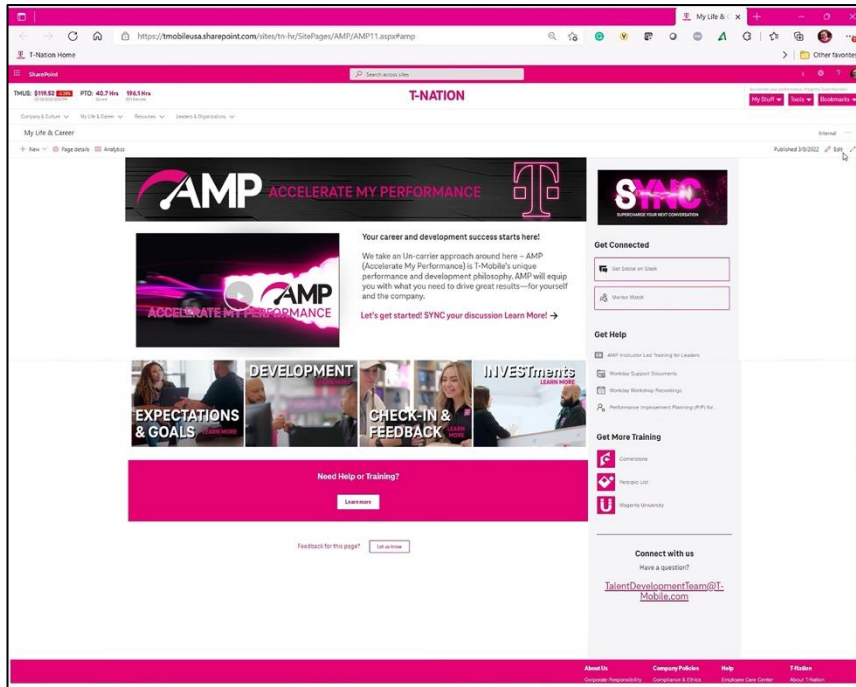
Outcome

Delivered T-Mobile's first visual communications system designed specifically for the MultiTaction interactive platform, enabling executive messaging to be presented within an immersive and interactive environment. The system successfully integrated brand identity, motion graphics, and leadership communications into a cohesive platform that enhanced engagement and reinforced organizational messaging.

The MultiTaction deployment established a new format for interactive executive communications within the Technology Center and contributed to the effectiveness and impact of the #UNSTOPPABLE Tour.

T-Mobile AMP & SYNC

ACCELERATE MY PERFORMANCE(AMP) — EXECUTIVE COMMUNICATIONS AND INTERNAL ACTIVATION



AMP ACCELERATE MY PERFORMANCE

HOW

Step 1
Select your SYNC type and questions to the right

Step 2
Search for AMP on T-Nation for conversation guides to resources to prep

Step 3
Meet using the conversation guides and agree on commitments and next steps

Step 4
Document in Workday

Step 5
Ask for feedback, follow up, and deliver

WHEN

SYNCS are continuous and ongoing

SYNC SUPERCHARGE YOUR NEXT CONVERSATION

EXPECTATIONS & GOALS	DEVELOPMENT
<ul style="list-style-type: none"> • What do I want to accomplish? • What behaviors or norms are expected of me in my role? • Why is this important to me, my team, and the business? • What does success look like and what support do I need to get there? • What are the action steps, milestones, and timeframes needed for the goal? 	<ul style="list-style-type: none"> • What motivates you in your career? • What do you want to do next? • What are the 2 or 3 things you want to focus on this year to get where you want to go? • What strengths make you successful? • What support or resources do you need to be successful?
<h3 style="text-align: center; background-color: #000; color: #fff; padding: 2px;">CHECK IN & FEEDBACK</h3> <ul style="list-style-type: none"> • What do you want to achieve in the meeting? • What updates do you want to share? • What does your manager need to know to make you successful? • What have I done or need to do since the last SYNC • What feedback, suggestions, or insights do I need from my manager? 	<h3 style="text-align: center; background-color: #000; color: #fff; padding: 2px;">INVESTment</h3> <ul style="list-style-type: none"> • What parts of my job make me the most excited, energetic, or motivated? • When I think about celebrating my successes, what types of recognition are the most meaningful to me? • What career development opportunities would I like to explore? • What do I need from my leadership, my team, or T-Mobile to feel valued and recognized? • What would increase my engagement or development in my current role or prepare me for the future?

WANT MORE INFORMATION?
Simply scan any of the QR codes or search for AMP on T-Nation
Initiate your conversation with your manager and SYNC today!

Scope

The Accelerate My Performance Program (AMP) was a core internal initiative designed to align executive leadership, operational teams, and cross-functional departments around strategic priorities, organizational direction, and performance goals. The program required development of a cohesive visual communications system to support executive presentations, leadership meetings, and internal activations across the organization supporting executive alignment and organizational engagement across tens of thousands of employees.

This work included translating complex business strategy into clear visual frameworks that could be deployed across executive communications, leadership sessions, and program-related internal environments. The scope extended across multiple phases of the program, ensuring consistent messaging, brand alignment, and executive clarity throughout AMP activations.

Role

Served as creative director and executive communications design lead responsible for developing the visual strategy supporting AMP. This role involved direct collaboration with executive leadership, business operations, and internal communications teams to translate strategic objectives into effective visual communications.

Provided leadership in defining presentation frameworks, visual identity elements, and activation materials used to support leadership alignment and program engagement. Ensured consistency, clarity, and alignment between executive messaging and visual execution across AMP communications.

Outcome

Enabled successful enterprise-wide internal activation of the Accelerate My Performance Program by creating a cohesive visual communications system that supported executive alignment, program clarity, and organizational engagement. The visual framework developed for AMP allowed leadership to communicate priorities effectively, reinforced program visibility, and supported adoption across multiple departments and operational teams. The work contributed to strengthening internal understanding of program objectives and facilitated consistent execution of AMP initiatives across the organization.



Key Responsibilities

- Developed visual communications strategy supporting T-Mobile's Alignment Management Program
- Designed executive presentation frameworks used in leadership meetings and program activations
- Translated strategic business objectives into clear, effective visual communications
- Partnered directly with executive leadership, business operations, and internal communications teams
- Created visual identity elements and communication assets supporting program rollout and engagement
- Ensured visual consistency and alignment across AMP-related communications and activation environments
- Provided creative leadership across multiple phases of program development and implementation
- Supported internal activation efforts by developing materials that facilitated leadership alignment and organizational understanding
- Maintained alignment with enterprise brand standards while supporting program-specific communication needs

"Natalie is a rock star! Her design talents speak for themselves, but it's her creative problem solving that really sets her apart. No matter the ask, Natalie ALWAYS delivers with out-of-the box creative thinking. She excels in all media and goes the extra mile on every project. Day or night, Natalie makes herself available and is committed to exceeding expectations. Beyond her professional talents, Natalie is just a down-right, super-cool person and I thoroughly enjoy every chance I get to work with her!"

Aimee Knox

T-Mobile

Sr. Communications Manager

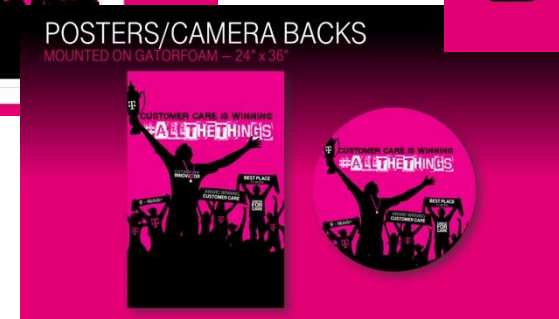
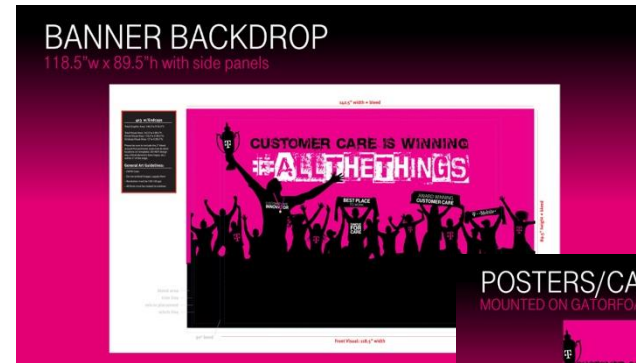


Key Responsibilities

- Designed visual graphics and motion assets for the MultiTaction interactive display platform
- Developed platform-specific visual content optimized for large-format, multi-user touch displays
- Established cohesive visual framework aligned with enterprise brand identity
- Created branded motion graphics and presentation visuals supporting executive communications
- Delivered production-ready assets optimized for MultiTaction technical specifications
- Supported implementation of MultiTaction technology within the Technology Center
- Ensured seamless integration of visual content within interactive display environments
- Collaborated with internal stakeholders to align visuals with strategic communications objectives
- Enabled scalable visual framework supporting interactive executive communications

T-Mobile TEX #ALLTHETHINGS

CROSS-FUNCTIONAL EXECUTIVE COMMUNICATIONS | ENTERPRISE STRATEGY | ORGANIZATIONAL ALIGNMENT AT SCALE



Scope

Directed the global brand, communications, and activation strategy for T-Mobile's TEX (#ALLTHETHINGS) enterprise employee engagement campaign, supporting over 18,000 employees and leadership across 18 Customer Care call centers worldwide through coordinated branding, communications, physical activation, and multi-month global rollout.

Role

Served as executive communications and global program lead responsible for defining, executing, and sustaining T-Mobile's TEX #ALLTHETHINGS enterprise engagement initiative across 18 Customer Care call centers worldwide. Owned the program's global brand identity, messaging architecture, and activation systems, while directing all creative development, production, vendor management, logistics, and fulfillment to ensure consistent deployment and operational execution at enterprise scale.

Partnered directly with executive leadership and operational stakeholders to support ongoing program evolution, leadership engagement initiatives, and multi-year global rollout, delivering cohesive campaign environments, communications systems, and engagement kits supporting more than 18,000 employees.

Outcome

Successfully delivered a large-scale, enterprise campaign that unified global Customer Care organizations under a single engagement platform, strengthening leadership alignment, employee engagement, and organizational culture. Enabled consistent global campaign execution across all call centers, reinforcing T-Mobile's leadership priorities and employee recognition initiatives through cohesive brand experience and sustained engagement.



Key Responsibilities

- Led global executive communications and activation strategy for a multi-year enterprise engagement program supporting 18,000+ employees across 18 international call centers
- Defined and implemented the program's messaging architecture, narrative framework, and visual identity, ensuring alignment with leadership priorities and organizational objectives
- Partnered directly with executive leadership, Customer Care leadership, and operational stakeholders to develop communications supporting leadership engagement, recognition initiatives, and culture alignment
- Developed executive-ready communications systems including infographics, presentation environments, engagement materials, and leadership support assets
- Directed global campaign activation, overseeing timelines, budgets, vendor selection, production, and fulfillment to ensure successful deployment at enterprise scale
- Managed cross-functional coordination with event operations, logistics teams, and technical production partners, ensuring operational readiness and seamless execution across all locations
- Developed executive communications materials supporting program rollout, including internal messaging, leadership communications, invitations, and engagement content
- Oversaw global fulfillment and distribution of engagement kits, apparel, and branded materials, ensuring accurate inventory planning, sizing, and delivery across international locations
- Established scalable communications frameworks and activation systems supporting ongoing program continuity and multi-year enterprise deployment
- Ensured message consistency, brand integrity, and communications effectiveness across all global program touchpoints



♥ Callie Field and 2 others liked
Wanny Manasse @m_w... · 20m
 Hooray - It's Wednesday! Let the celebrations 🎉 begin
 #BlazingEast #FamousForCare
 #AllTheThings @CallieField
 @TMobile @SievertMike
 @JohnLegere
 #WinningAllTheThings



Dave Thompson and 8 others

🗨️ 1 ❤️ 16 🔄



T-Mobile HURRICANE MARIA EVENT

EVENT BRANDING, RECOGNITION IDENTITY, AND EXECUTIVE EVENT SUPPORT MATERIALS



Scope

Engaged to develop the event branding and recognition identity for T-Mobile's Hurricane Maria volunteer recognition initiative. The work supported an executive-led event honoring employee volunteers who contributed to disaster recovery and network restoration efforts.

The engagement required creating a cohesive visual identity and branded materials that could support executive presentations, volunteer recognition, and event environments. The visual system needed to reflect the significance of the initiative while aligning with T-Mobile's brand standards and organizational values.

Role

Led development of the event branding and recognition identity, including logo design and the complete suite of branded event materials. Designed executive presentation graphics and visual assets used by leadership to support recognition and communications during the event.

Developed all premiums, swag, and recognition materials, ensuring visual consistency across physical and presentation environments. Created a unified visual framework supporting the event experience and reinforcing organizational recognition of volunteer contributions. Collaborated directly with executive leadership and internal communications teams to ensure alignment with event objectives and messaging.

Outcome

Delivered a cohesive event branding and recognition system that supported executive leadership communications and volunteer recognition. The visual identity and supporting materials created a unified and meaningful event environment that reinforced T-Mobile's commitment to its employees and organizational values. The event branding successfully supported executive presentations, recognition activities, and volunteer engagement, contributing to a professional and impactful recognition experience.



“Thanks again for everything – your work was definitely noticed. It looks awesome and Neville (Neville Ray, T-Mobile CTO) is very happy! Thank you, thank you, thank you!”

— Aimee Knox
T-Mobile

Sr. Communications Manager

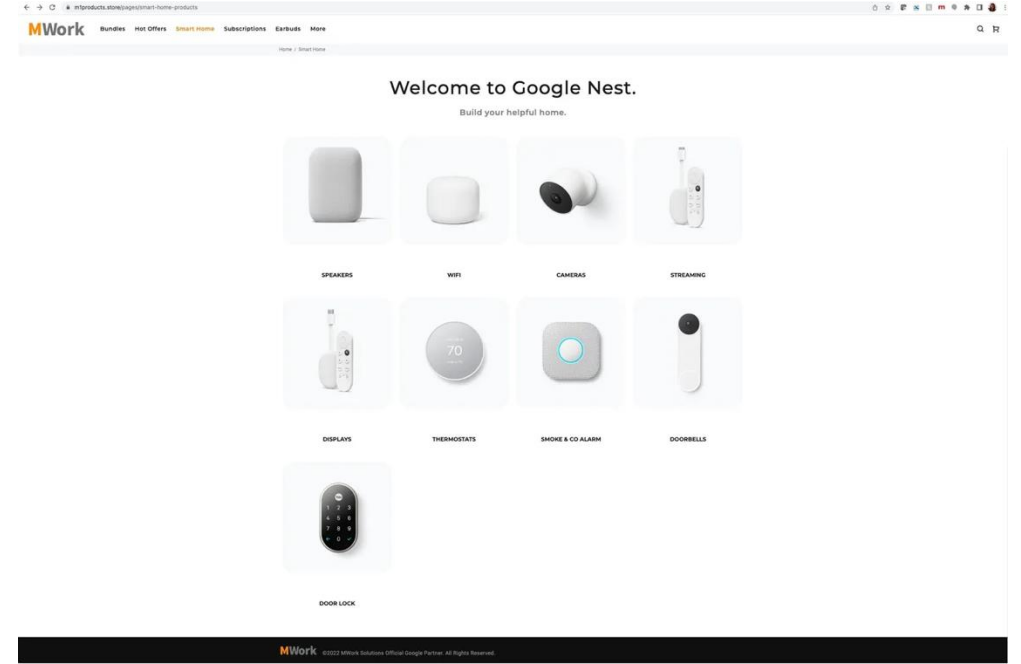


Key Responsibilities

- Developed event branding and recognition identity, including logo design
- Designed executive presentation graphics supporting leadership recognition messaging
- Created full suite of event support materials and branded assets
- Designed premiums, swag, and recognition materials for event participants
- Established cohesive visual identity across presentation and physical event environments
- Ensured alignment with T-Mobile brand standards and executive communications
- Delivered production-ready assets supporting event execution
- Collaborated with executive leadership and communications teams
- Supported successful execution of volunteer recognition event

Google Nest | Exclusive Google Nest Authorized Partner Program

PRODUCT BRAND DEVELOPMENT | PARTNER ECOSYSTEM | DIGITAL COMMERCE ENABLEMENT



Scope

Led brand development and visual identity framework for Shopify's exclusive Google Nest Authorized Partner Program, establishing a cohesive brand system supporting the launch and scale of Nest's direct-to-consumer and retail presence within the Shopify ecosystem.

Defined strategic brand architecture, visual language, and implementation standards ensuring alignment with Google Nest's global brand guidelines and Shopify's enterprise commerce platform requirements.

Developed the foundational brand and communication systems enabling consistent representation of Google Nest products across partner channels, digital storefronts, and retail environments.

Role

Brand Strategist & Visual Communications Lead

Owned development of the partner program's brand identity, including visual systems, digital implementation standards, and product presentation frameworks supporting Google Nest's authorized partner channel.

Partnered with Shopify enterprise stakeholders and Google Nest brand standards to create scalable brand assets, communication templates, and product presentation systems supporting partner onboarding, product merchandising, and digital storefront integration. Translated Google Nest's established global brand into a partner-specific implementation framework designed for clarity, scalability, and consistency across commerce environments.

Outcome

Established the visual and strategic brand foundation for Shopify's exclusive Google Nest authorized partner program, enabling scalable deployment across digital commerce and retail channels.

Enabled consistent and accurate representation of Google Nest products across partner environments, strengthening brand integrity and customer trust while supporting Shopify's broader enterprise technology partnership with Google.

Provided a unified brand system supporting product launch readiness, partner adoption, and long-term program scalability within Shopify's commerce ecosystem.



Key Responsibilities

- Led UX/UI design, content strategy, and overall product experience for the Shopify-exclusive Google Nest Authorized Partner website
- Managed frontend and backend programmers responsible for technical development and implementation
- Interfaced directly with Google Nest engineers and supply chain systems to ensure accurate product integration and operational alignment
- Directed implementation of Google Nest global brand standards within the partner commerce environment
- Developed scalable visual systems, product presentation frameworks, and content architecture supporting ongoing product expansion
- Ensured technical execution, user experience, and brand implementation aligned with Shopify enterprise commerce platform requirements
- Supported product launch readiness, partner onboarding, and long-term platform scalability



“

Natalie led the end-to-end development of our Google Nest Authorized Partner website. She is an absolute joy to work with. She excels in managing engineering, UX/UI, and content strategy while ensuring alignment with both Google’s brand standards and Shopify’s enterprise commerce platform.

She was exceptionally effective at bridging communication between engineering, product, and business stakeholders, providing clear technical direction while maintaining focus on the overall product experience and strategic objectives.

Natalie provided strong leadership and structure throughout the development process, defining requirements, managing implementation timelines, and ensuring the engineering team had the clarity and support needed to deliver high-quality results.

She demonstrated a rare ability to translate complex technical constraints into clear, actionable direction, allowing engineers to work efficiently while ensuring the final product aligned with both user needs and enterprise standards.

Natalie created an environment where engineers could do their best work by providing thoughtful leadership, clear communication, and a deep understanding of how technical execution connects to product and business goals.

I would love to work with her again!

— Julie Erlemeier
Senior Support Engineer II, Terraform
Julie reported directly to Natalie Chantal Luke

”



T-Mobile Government Event

PROGRAM STRATEGY, EXECUTIVE COMMUNICATIONS, AND EVENT LEADERSHIP



Scope

Engaged to develop and lead the strategic engagement platform for T-Mobile's government initiative, establishing how the organization would present, communicate, and build relationships with government officials and public sector stakeholders.

The engagement required defining the overall program strategy, including event concept development, venue selection, partner coordination, executive communications, and digital presence. The initiative was designed to create a professional and credible environment supporting executive-level engagement and reinforcing T-Mobile's commitment to serving the government sector.

The scope included full responsibility for designing the engagement experience, developing communications materials, coordinating operational logistics, and ensuring alignment across leadership, partners, and stakeholders.

Role

Led the strategic planning, creative direction, and execution of the T-Mobile for Government executive engagement initiative, defining event structure, audience experience, and communications framework to support meaningful engagement with government officials.

Directed venue selection and hotel acquisition; coordinated vendors and partner organizations; managed operational planning; and developed the initiative website and digital communications platform supporting stakeholder engagement. Deployed and led a dedicated four-person team responsible for on-site execution, executive support, and full operational delivery in Washington, DC.

Created executive presentation materials and communications assets supporting leadership messaging and managed executive talent coordination, including Steve Largent, ensuring alignment between messaging, event objectives & audience engagement. Oversaw all aspects of program development, communications, logistics & execution.

Outcome

Delivered a fully integrated executive engagement platform supporting T-Mobile's government initiative, creating a structured and professional environment for relationship-building with government stakeholders.

The program successfully unified executive communications, event experience, digital presence, and operational coordination, reinforcing T-Mobile's credibility and commitment within the government sector.

The initiative established a scalable engagement model supporting executive outreach and stakeholder relationship development.

"Creativity is a commodity that's hard to measure, but worth its weight in gold.

Natalie has repeatedly "wowed" me with creative, effective support in the following areas: graphic design, photography, campaign strategy, meeting production and set design, and acquisition of branded items.

Throughout the tenure of our business relationship, I've been most impressed with her ability to expand on our ideas.

Like a true partner, she doesn't just execute but is asked of her, (although she's proven her reliability time and time again) but, more importantly, she makes strategic recommendations to take our request to the next level.

I would recommend Natalie to any business looking to add a spark of creativity to their visual identity.

Matt Ashworth
Sr. Manager, Communication
T-Mobile USA



Key Responsibilities

- Defined the strategic engagement framework for T-Mobile's government initiative, establishing program structure, audience experience, and communications approach
- Led end-to-end planning, creative direction, and execution of the executive engagement event in Washington, DC
- Built and directed a dedicated four-person on-site team responsible for program execution, logistics, and communications delivery
- Oversaw all on-site operations, ensuring seamless coordination of programming, executive presentations, and stakeholder engagement
- Directed venue selection and secured hotel accommodations aligned with executive-level event standards
- Coordinated and managed all vendors, partners, and service providers supporting the event
- Developed and launched the initiative website and digital communications platform supporting stakeholder engagement
- Created executive presentation materials and communications assets supporting leadership messaging
- Managed executive talent coordination, including Steve Largent, ensuring alignment with program objectives and audience engagement
- Oversaw event programming, scheduling, and execution to ensure a cohesive and professional stakeholder experience
- Ensured alignment across executive leadership, communications teams, vendors, and partners
- Delivered a fully integrated engagement experience supporting relationship development with government officials and public sector stakeholders

NET.AMERICA — Virtual Expo Medical Village

VILLAGE-TO-VILLAGE NETWORK | NATIONAL VIRTUAL CONFERENCE BRANDING & VISUAL COMMUNICATIONS



Scope

Developed the complete visual identity, branding system, and digital communications framework for the National Virtual Village Gathering, a nationwide virtual conference connecting grassroots organizations supporting seniors aging in place through community-based programs.

Role

Served as branding and visual communications lead responsible for establishing the event’s visual identity, digital design system, and presentation framework, ensuring a cohesive and professional experience across all virtual conference materials and platforms.

Outcome

Delivered a unified, scalable visual brand and digital communications system that elevated the professionalism, clarity, and engagement of the national conference, enabling consistent visual storytelling across sessions, speakers, and virtual event environments.

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AI & LITIGATION GRAPHICS EDUCATION

AI-ENABLED VISUAL STRATEGY EXPERT, PUBLISHED AUTHOR, AND INVITED EDUCATOR

10
Technology
Creating Incredible Results Through Visual Storytelling
A visual graphics & tech deep dive
By Natalie Chantal Luke
Harnessing the power of visual storytelling can be challenging. From choosing the right tech and delivery method, to creating clear and concise messaging, to finding the right visual elements that speak to the viewer, to creating engaging content that makes a great story, the choices can be overwhelming. However, these choices can make the difference between an incredible outcome and a mediocre outcome. Let's identify where you, the lawyer, can boost viewer participation and comprehension, whether for your client, for a case group, mediator, judge, or jury, by giving them the opportunity to visually, quickly and clearly understand the case and the story. These elements include but are not limited to:

- Selecting the right tech to work with, and understanding some of the limitations of each choice
- Creating a consistent template or brand, what this looks like, and why it matters
- Determining your ideal software platform for communication (PowerPoint, other presentation software, flip charts, and more)
- Figuring out the best way to create, distribute and use information you have gathered
- Discovering how to use and leverage clear, concise and engaging graphics
- Making certain you know how and when to use video and animation
- Identifying your information into an easy-to-understand story
- Recognizing how graphics play a role in credibility and case comprehension
- Leveraging the power of the software you have chosen by, for example, not simply using a PowerPoint slide with small, boring text, but rather allowing the software to assist with transitions and animations, and controlling the flow with great simple copy arranged in an easy-to-comprehend format
- Knowing what type of graphics and story points are needed for focus, growth, resolution, opening stories, and closing arguments

• Taking, applying and incorporating feedback from focus groups

- Recording good video and animation or just via your smartphone—and inserting it into your presentation
- Locating useful information from reputable sources, organizing graphics, infographics and more
- Creating an emotional response using images, motion, and graphics
- Building a Visual Contract with your audience to build case or so-called, post-verdict, visuals and copy that makes them more accessible and engaging, while holding their attention
- Maximizing your storytelling
- Extending the ROI on graphics, research, and tech

If you are able to follow these best practices, then you have created the foundation for a great narrative delivered in a fashion that keeps the viewer engaged and participating in the story. So how does this work?

When you watch a dramatic story, you can't see the pivotal moment when the camera pans to the board that shows all the lines connecting pictures of the victims to the perp, and showing where the instructions of locations are. This level of visibility is the theory of how the reader or viewer was connected. It's content for the viewer that the layout was accomplished and that the story is told without a hitch because all other content has been explained.

Furthermore, if the police officer or detective takes the "investigative lens" home with them, away from the office, further across the validity of the work shown on the board because it has become personal to the detective, making you, the viewer, key in more depth to the idea that the detective is on the right track, and cases clearly about the case. The investigation based on the ground-work that their research will yield the correct answer and bring about justice.

This is the same journey we wish to take our viewers on via the graphics of speech, visual communication, presentation and tech we are using and, if done properly, can result in non-changing, strong results.

How do I get started? A high level guide to deciding what included gear I need for a good storytelling platform:

- Do I need a Mac, PC, Apple iPad, or Microsoft Surface? Does it matter which one?
- The short answer is you can use all the above to create and support your visual journey. Things to keep in mind when purchasing any of them is that you will be adding using graphics-heavy software like Adobe Creative Suite, Canva, Microsoft Office, Camtasia, etc., then you will be better off using a laptop. Any desktop or tech will support both PC and Mac, and the graphics will be "seamless" and usable on both. Often the bigger issue is "version of software," but this only comes into play if you are editing in a graphics-heavy program like Premier Pro or a video.
- When negotiating from Mac to PC or vice-versa, keep in mind that items will not easily migrate across platforms, especially if they are content items. Even standard items like Arial and Helvetica (or Times New Roman) will be different on every platform. Keeping copies between the interests and loading (space between the lines) will change from platform to platform. The only way to resolve this issue is to use fonts that are built into your picture file formats like PNG or JPEG.
- Additionally, laptops are better for plugging in peripherals, and this includes USB drives, cameras, drawing tablets, and document cameras like an Elmo. If you will be conducting on-site depositions, Zoom trials, etc., use a direct ethernet line to manage load whenever possible as Wi-Fi can become unstable.
- You will want a minimum of a Cello type cable kit and also a 100W equipment, which most people use for editing and a compatible adapter for your computer. Some computers (mostly older Macs and PCs) come with this function onboard, newer Macs and PCs will need an adapter. Make sure you can find an Ethernet Port in the back of your monitor to plug into. Other options may include wall ports or dock ports installed on your desk or wall by your IT department or building management.
- Keep in mind open ports, and load can be affected by camera and other devices on the Wi-Fi at the same time. Fiber optic is usually faster, then cable, and finally DSL. If you can afford it, it's good to have redundancy in case one service goes out and you need another.

(Continued on page 20.)

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NATALIE CHANTAL LUKE

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Trial News - Size Matters When it Comes to the Images in Your Presentation

This article explores which layout dimensions to choose for your presentation, the difference between DPI and PPI, and we will end with a discussion of the issues that affect image clarity, what different image file formats are, and finally how to transfer large size images.

[Click here for the April 2024 Issue of Trial News.](#)

Trial News — Creating Incredible Results Through Visual Storytelling

Harnessing the power of visual storytelling can be challenging. From choosing the right tech and delivery method, to creating clear and concise messaging,

[Click here to read the January 2024 issue of Trial News.](#)

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