

NATALIE CHANTAL LUKE

Executive Creative Director | Brand Systems & Narrative Architecture Leader

Seattle, WA

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SUMMARY OF STRENGTHS

Executive Creative Director with over 25 years of experience defining brand systems, creative vision, and narrative architecture for global enterprise and technology organizations including Google, T-Mobile, Microsoft, Starbucks, Alaska Airlines, and Boeing.

Founder and Executive Creative Director of idesign, leading multidisciplinary creative teams and vendor networks across product launches, enterprise brand platforms, executive communications, digital ecosystems, and global experiential initiatives. Responsible for translating executive strategy into scalable creative systems that align product positioning, organizational priorities, and brand expression across complex environments.

Trusted strategic partner to CIO, Vice President, and C-suite leadership, providing creative direction and narrative leadership supporting major platform launches, enterprise transformation initiatives, mergers, and organizational evolution.

Extensive experience directing highly complex, cross-organizational creative initiatives spanning Product Marketing, Engineering, Sales, Finance, and executive leadership teams, ensuring creative coherence across digital, physical, and executive engagement channels.

Recognized for architecting creative systems that transform complex technical, financial, and operational concepts into clear, compelling, decision-ready visual and narrative platforms supporting enterprise alignment and market differentiation.

EXECUTIVE CREATIVE LEADERSHIP CAPABILITIES

Creative Vision Leadership and Brand Direction
Brand Systems Architecture and Scalable Creative Infrastructure
Creative Organization Leadership and Team Development
Executive Narrative Strategy and Visual Storytelling
Creative Direction Across Digital, Product, and Experiential Platforms
Executive Partnership and Cross-Functional Creative Leadership
Enterprise Brand Platform Development and Creative Governance
Product Launch Creative Strategy and Narrative Systems
Creative Operations, Vendor Leadership, and Team Alignment
Translation of Complex Strategy into Clear Visual and Narrative Platforms

ENTERPRISE CREATIVE LEADERSHIP ENGAGEMENTS

Google Nest • T-Mobile • Microsoft • Starbucks • Farmers New World Life • Alaska Airlines
Boeing • Marriott • Macy's • Seafair • AAA • ATS • Sheraton Hotels • Washington Mutual

PROFESSIONAL EXPERIENCE

Founder & Executive Creative Director — idesign (Seattle, WA) | 1999–Present

Founded and lead idesign, an enterprise creative consultancy responsible for defining brand systems, creative direction, and narrative architecture for global organizations including T-Mobile, Alaska Airlines, Boeing Commercial Airplanes, Google Nest, Microsoft, Starbucks, and others.

Provide executive creative leadership across enterprise brand platforms, leadership engagement initiatives, product launches, and organizational transformation programs, translating business strategy into scalable creative systems that align brand expression, leadership voice, and organizational identity.

Serve as a trusted creative partner to executive leadership, shaping narrative clarity and visual systems supporting enterprise alignment, internal culture initiatives, and global brand positioning. Direct multidisciplinary creative teams and vendor networks delivering integrated brand ecosystems spanning digital platforms, environmental brand systems, executive communications, and product marketing initiatives.

Selected Enterprise Creative Direction & Brand System Leadership

T-Mobile — Executive Creative Direction & Enterprise Brand System Leadership

Provided creative leadership supporting enterprise brand platforms, executive communications, and internal leadership initiatives across T-Mobile's national and global operations.

- Architected the AMP (Accelerated Management Program) leadership development brand platform, defining program naming, identity system, messaging architecture, and executive storytelling framework adopted across enterprise training environments
 - Directed creative development of executive narrative initiatives, including a company-wide military appreciation campaign featuring EVP Mike Katz, reinforcing corporate values and organizational culture
 - Defined scalable narrative and visual systems supporting leadership engagement, organizational alignment, and enterprise brand continuity
 - Partnered directly with executive stakeholders and cross-functional teams to ensure cohesive brand expression across enterprise initiatives
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Alaska Airlines — Enterprise Brand Transformation and Identity Stewardship

Creative partnership established in 1997 and continued following the founding of idesign, supporting Alaska Airlines' multi-year brand evolution, identity implementation, and enterprise-wide brand stewardship across all operational, customer-facing, and executive communications platforms.

Partnered directly with executive leadership and employee stakeholders during enterprise brand evolution initiatives, contributing to identity refinement, messaging architecture, and organizational brand alignment

- Directed multidisciplinary teams in implementing cohesive brand systems across all enterprise touchpoints, including airport environments, digital platforms, executive communications, and operational infrastructure
 - Led creative direction and development of customer-facing brand communications, including onboard magazines, vacation and destination marketing, brochures, timetables, and brand positioning materials
 - Directed development and implementation of environmental brand systems across corporate headquarters, operational facilities, airport environments, and executive leadership spaces
 - Provided creative leadership across recruitment communications, career positioning materials, and internal cultural initiatives supporting employee engagement and organizational alignment
 - Ensured brand consistency across physical, digital, and broadcast communications, including signage systems, kiosks, POS environments, website infrastructure, and television commercial creative implementation
 - Led creative direction and development of the Alaska Airlines 75th Anniversary Book, documenting the company's brand heritage and institutional legacy
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Microsoft Azure Percept — Platform Visual Language & Identity System Architecture

Led the development of Microsoft Azure Percept's foundational visual language, defining the identity system used to represent and communicate the platform across product marketing, executive communications, and global partner engagement.

Architected a cohesive visual framework aligned with Azure's enterprise brand standards, establishing scalable iconography, launch assets, and environmental brand systems supporting the platform's global introduction and ecosystem adoption.

- Defined platform visual architecture supporting Microsoft's edge AI ecosystem positioning
- Established scalable identity systems deployed across product launch materials, partner programs, and executive engagement platforms
- Ensured brand alignment across Microsoft Azure's global product marketing and partner ecosystem
- Created foundational visual standards supporting platform clarity, credibility, and long-term brand consistency

Boeing Commercial Airplanes & Hainan Airlines — Global Brand Culture Architecture

Directed creative leadership supporting the development of Hainan Airlines' global brand culture and ambassador platform in partnership with Boeing Commercial Airplanes.

- Architected global brand engagement systems aligning employee experience, customer service, and international brand positioning
- Developed brand guidebooks, training systems, and internal communications platforms supporting cross-cultural brand consistency
- Established scalable brand infrastructure enabling sustained organizational alignment and global brand representation

Google Nest — Authorized Partner Brand Architecture & Platform Identity System

Led brand development and creative direction for Google Nest's exclusive authorized partner program within the Shopify ecosystem.

- Defined brand architecture, visual identity systems, and scalable implementation frameworks supporting enterprise platform launch
- Ensured alignment with Google Nest global brand standards and Shopify's commerce infrastructure
- Established cohesive partner-facing brand systems enabling consistent platform representation and partner engagement

Starbucks — Global Leadership Brand Systems & Executive Engagement Platforms

Provided creative direction supporting leadership engagement platforms and enterprise brand initiatives across global organizational environments.

- Defined visual systems and narrative frameworks supporting executive communications and leadership engagement
- Maintained brand consistency across international leadership initiatives and organizational communication platforms

T-Mobile — Team of Experts Brand Architecture & Enterprise Identity System

Directed the brand architecture and visual identity system for T-Mobile's Team of Experts initiative, one of the company's most significant customer experience transformation programs.

Defined a scalable brand framework supporting both internal operational environments and external brand expression, ensuring cohesive identity across global call center environments, employee platforms, and customer-facing communications.

- Established visual language, messaging alignment, and brand implementation standards supporting enterprise-wide adoption
- Defined identity systems reinforcing Team of Experts as a cornerstone of T-Mobile's customer experience strategy
- Ensured consistent brand expression across internal training platforms, operational environments, and external engagement channels
- Partnered with cross-functional stakeholders to embed brand systems within T-Mobile's global customer experience infrastructure

T-Mobile — Rewardica & MWorkSolutions Partner Platform Brand System

Led the brand architecture and identity system development for T-Mobile's partner membership and rewards platform, extending the company's ecosystem through a consumer-facing engagement and retention initiative.

Defined the program's visual identity, messaging framework, and scalable brand infrastructure, ensuring cohesive representation across partner environments and customer touchpoints.

- Architected foundational brand systems supporting partner ecosystem expansion and customer engagement
- Established scalable identity and communications frameworks enabling consistent platform implementation
- Ensured brand alignment across internal, partner-facing, and customer-facing environments
- Created visual and narrative infrastructure supporting sustained program growth and operational scalability

The platform became a sustained revenue-generating initiative, contributing more than \$20 million annually while strengthening partner relationships and customer loyalty.

Skycast Solutions — Brand Architecture & Identity System Development

Architected the complete brand identity and communications framework for Skycast Solutions, establishing foundational brand positioning and scalable visual systems.

- Defined brand strategy, identity architecture, and implementation standards supporting enterprise growth
- Developed cohesive cross-channel brand systems ensuring consistent market representation

Archdiocese of Portland — Executive Creative Direction, Enterprise Rebrand & Organizational Creative Leadership

Served as Executive Creative Director leading the Archdiocese of Portland's full institutional rebrand, redefining the organization's brand identity, visual language, and implementation systems to support modern communication needs while preserving institutional heritage and mission alignment.

Directed the strategic development and enterprise adoption of the new identity system while mentoring internal creative, web, and content teams, establishing sustainable brand governance and long-term organizational creative capability.

- Led full enterprise rebrand, defining logo system refinement, typography standards, color architecture, and visual identity framework
- Created comprehensive brand guidelines establishing implementation standards across digital, print, and organizational communications
- Directed brand integration across web platforms and digital systems, ensuring cohesive identity adoption across organizational channels
- Mentored internal designer, web developer, and content managers, establishing creative standards, workflows, and brand governance practices
- Provided executive creative leadership aligning institutional mission, leadership vision, and brand expression
- Established scalable brand systems enabling consistent implementation across departments and communications platforms

Seafair — Executive Creative Direction, Enterprise Brand Leadership, Board Liaison & Organizational Mentorship

Provided executive creative direction and brand system leadership for Seafair, one of the Pacific Northwest's most recognized civic institutions, overseeing identity systems, narrative architecture, and brand expression across its multi-event festival platform, broadcast initiatives, and ceremonial programs.

Served as Board Liaison and senior creative advisor, representing brand strategy and creative direction directly to executive leadership and governing stakeholders, ensuring alignment between organizational leadership, institutional mission, and brand evolution.

Mentored the Director of Marketing and led brand implementation across a distributed volunteer workforce exceeding 500 individuals, establishing scalable systems ensuring organizational brand consistency and operational clarity.

- Served as Board Liaison, advising executive leadership and board stakeholders on brand strategy, creative direction, and institutional brand governance
- Directed enterprise brand identity and visual system leadership across Seafair's full festival ecosystem and broadcast platforms
- Mentored and trained the Director of Marketing, strengthening internal creative leadership capability and brand governance practices
- Led brand implementation and creative coordination across more than 500 volunteers, ensuring consistent identity execution at scale
- Directed creative leadership supporting major institutional programs, including Queen Alcyone coronation and the 75th Anniversary of the Blue Angels
- Established cohesive visual systems spanning environmental graphics, broadcast assets, ceremonial programs, and public-facing communications
- Partnered with executive leadership to align brand expression with Seafair's institutional legacy and long-term strategic direction

Founder & Chief Creative Strategist — idlegal (Seattle, WA) | 2021–Present

Founded and lead idlegal, a specialized litigation communications and narrative strategy practice focused on developing visual and storytelling systems that enable legal teams to clearly communicate complex medical, technical, and financial information in high-stakes litigation environments.

Provide strategic narrative leadership supporting case positioning, expert communication, and trial preparation, translating complex evidentiary and technical concepts into clear, persuasive visual and narrative frameworks used in mediation, arbitration, and courtroom presentation.

- Directed narrative architecture and visual communication systems contributing to litigation outcomes exceeding \$200 million in combined verdicts and settlements
- Developed scalable visual storytelling platforms supporting expert testimony, case strategy, and evidentiary clarity
- Partnered directly with attorneys, expert witnesses, and litigation teams to define narrative structure, visual language, and communication strategy for complex cases
- Created cohesive presentation systems enabling judges, juries, and opposing counsel to understand highly technical subject matter with clarity and precision
- Established visual communication standards and workflows supporting efficient case preparation and strategic narrative consistency

Director of Creative Services & Digital Experiences — GeekGirlCon (Seattle, WA) | 2020–2021

Provided executive creative leadership for GeekGirlCon, directing the organization's global creative operations and defining brand systems, digital platforms, and audience engagement initiatives supporting one of the largest technology and gaming community events in the Pacific Northwest.

Led and managed a multidisciplinary creative organization of 38 direct reports, including designers, developers, writers, and production specialists, establishing creative direction, operational structure, and scalable brand systems supporting rapid organizational growth.

- Directed enterprise creative strategy, brand systems, and digital experience architecture supporting global audience engagement

- Led and mentored a creative organization of 38 professionals, establishing workflows, creative standards, and operational alignment
- Architected brand and narrative systems supporting the organization's transition from in-person to fully digital global event platform
- Established scalable creative infrastructure supporting audience expansion, partner engagement, and brand consistency
- Directed cross-functional collaboration across executive leadership, marketing, technical teams, and external partners

Art Director — Avcon Media / Etheridge Design | 1996–1999

- Oversaw brand change-over from Bon Marché to Macy's; supported migration from Westin Hotels to Starwood.
- Art directed Boeing-related projects for the Boeing/McDonnell Douglas merger.
- Completed Alaska Airlines/Horizon Air brand refresh; led marketing campaign work including rebranding Las Brisas Hotels, The Finisterra Hotel, and Lynden Freight.
- Responsibilities included art direction, graphic design, client management, project and team management, website design, illustration, brand development, videography, technical support, storyboarding, and marketing/advertising deliverables.

Sr. Graphic Designer — James Clarke Design Images | 1995–1996

- Graphic design, illustration, marketing/advertising, brochures, and newsletters.
- Clients included Microsoft, Lynden Airfreight, and Humongous Games.

Graphic Designer — Rikki Conrad Design | 1993–1995

- Graphic design, illustration, marketing/advertising, brochures, and newsletters.
- Clients included Microsoft, Symmetrix, and SanMar Corporation.

Thought Leadership & Professional Instruction

Instructor — Continuing Legal Education (CLE) Program

Lay Witness Interviews: A Guide to Maximizing Your Outcome

- Developed and delivered CLE-qualified training for attorneys on narrative strategy, witness communication structure, and visual storytelling methodologies
- Provided frameworks enabling legal teams to capture, structure, and communicate witness testimony effectively

Published Author — Washington State Association for Justice Trial News

- *Creating Incredible Results Through Visual Storytelling*
- *Size Matters When It Comes to the Images in Your Presentation*

Published guidance on strategic visual communication, evidentiary clarity, and narrative system development supporting litigation effectiveness.

Education

University of Washington — Bachelor of Fine Arts (BFA), Graphic Design, 1993