

NATALIE CHANTAL LUKE

Seattle, WA | natalie@natalieluke.com | 206.527.1540
Portfolio: <https://natalieluke.com/creative-strategy-resume>

EXECUTIVE SUMMARY

Enterprise Creative Director experienced leading brand systems, executive communications, integrated campaigns, and large-scale creative initiatives for organizations including Starbucks, Microsoft, T-Mobile, Google, Boeing, and Alaska Airlines. Trusted creative partner supporting executive leadership initiatives across enterprise technology, consumer, and platform organizations.

Founder and Executive Creative Director of idesign, leading cross-functional creative initiatives spanning executive engagement, experiential programs, digital platforms, product marketing, and organizational communications. Known for building scalable creative systems that align organizational culture, leadership communication, and audience experience across complex enterprise environments.

ENTERPRISE CLIENT EXPERIENCE

Starbucks • T-Mobile • Microsoft • Google Nest • Boeing • Alaska Airlines • Marriott • Macy's • Sheraton Hotels • Seafair

PROFESSIONAL EXPERIENCE

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

Creative Director at idesign, leading enterprise creative and brand initiatives for organizations including Starbucks, T-Mobile, Microsoft, Google, Boeing, and Alaska Airlines.

Partner with executive leadership to translate business objectives into scalable brand systems, executive communications, experiential programs, and integrated creative initiatives supporting organizational transformation, product launches, and enterprise engagement.

Direct multidisciplinary teams across digital platforms, executive communications, environmental branding, experiential initiatives, and cross-functional enterprise programs.

SELECTED ENTERPRISE BRAND AND PLATFORM ARCHITECTURE LEADERSHIP

Starbucks — Leadership Conferences, Shareholder Communications, Training Branding, and Executive Communication Systems

- Designed leadership conference communication systems including presentation platforms, training branding, and cross-channel materials supporting leadership engagement and organizational alignment.
- Developed visual frameworks and presentation assets used across leadership training and conference environments.

Google Nest Authorized Partner Platform

- Directed UX/UI strategy, product marketing experience development, and platform readiness supporting enterprise commerce and partner infrastructure initiatives.
- Managed engineering coordination and technical implementation supporting platform deployment and partner ecosystem expansion.

T-Mobile — Brand Strategy, Creative Direction, and Executive Communications

- Directed enterprise go-to-market event strategy and leadership communications supporting T-Mobile for Business, CES, executive summits, and national leadership forums serving audiences of tens of thousands.
- Translated complex financial models, operational planning, and business initiatives into executive-ready communication systems supporting C-suite leadership alignment and decision-making.
- Led strategic communications alignment during the Sprint merger integration, supporting organizational consistency through one of the company's largest operational transformations.
- Partnered cross-functionally with Engineering, Product Marketing, Sales, and Finance to align enterprise event strategy with business priorities and revenue goals.
- Directed immersive executive engagement initiatives including the MultiTaction interactive communications platform and global leadership event systems.

Microsoft Azure — Cloud Platform Marketing, Executive Communications, and Platform Launch Support

- Supported Microsoft Azure executive leadership through platform marketing communications, executive presentations, and launch initiatives aligned with Azure go-to-market strategy.
- Developed the foundational visual and narrative system for Azure Percept, translating complex engineering and AI platform concepts into executive and partner-facing communications.
- Collaborated across Product Marketing, Engineering, and Sales to support launch readiness, platform positioning, and partner ecosystem engagement.

Microsoft Learning — Enterprise Events, Certification/Learning Communications, and Executive-Facing Content Systems

- Designed integrated communications systems, learning materials, certification campaigns, and executive-facing presentation assets supporting workforce enablement and enterprise learning initiatives.

Seafair — Integrated Event Communications and Brand Systems

- Led creative direction across broadcast, environmental, social, digital, and live event platforms for one of the Pacific Northwest's largest civic event organizations.
- Directed vendor coordination, production workflows, and operational execution while mentoring marketing leadership through organizational transition.

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

- Contributed to litigation outcomes exceeding \$200M in verdicts and settlements.
- Published author in WSAJ Trial News.
- Developed and taught CLE-qualified educational programming for legal professionals.

Earlier Experience

- Art Director — Avcon Media / Etheridge Design
- Sr. Graphic Designer — James Clarke Design Images
- Graphic Designer — Rikki Conrad Design

VOLUNTEER LEADERSHIP

Director of Creative Services & Digital Experiences — GeekGirlCon | 2020–2021

- Led and mentored a 38-person multidisciplinary creative team across digital, social, and experiential initiatives.
- Directed the organization's transition from a live event model to its first fully online global summit while securing Twitch Affiliate growth supporting 50,000+ new members.

EDUCATION

- University of Washington — BFA, Graphic Design