

NATALIE CHANTAL LUKE

EXECUTIVE CREATIVE DIRECTOR, EXECUTIVE COMMUNICATIONS & ENTERPRISE EVENTS

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SUMMARY OF STRENGTHS

Executive Creative Director and Executive Communications Leader with over 25 years of experience defining brand, narrative, and enterprise engagement for global technology and cloud organizations. Trusted partner to CIO, Vice President, and C-suite leadership, translating complex platform strategy into clear, scalable executive communications and organizational alignment initiatives.

Led creative direction, brand development, and executive engagement platforms supporting major cloud ecosystem initiatives, including the Google Nest Authorized Partner Program and Microsoft Azure Percept. Directed enterprise-scale initiatives aligning product, engineering, marketing, and executive leadership around unified brand expression, platform adoption, and global go-to-market strategy.

Extensive experience leading high-visibility global initiatives including enterprise leadership summits, executive communications platforms, and organizational alignment programs serving audiences exceeding 100,000. Recognized for defining executive narrative, visual language, and creative systems supporting major platform launches, enterprise transformation, and global organizational growth.

Proven ability to lead complex, cross-organizational initiatives spanning engineering, product marketing, sales, and executive leadership, establishing scalable frameworks that strengthen enterprise alignment, executive communication, and brand clarity at global scale.

CORE LEADERSHIP COMPETENCIES

Global Industry Event Strategy, Roadmap Development, and Execution

Executive Leadership Advisory and Strategic Communications

Enterprise Go-to-Market Event Strategy and Product Marketing Integration

Cloud Platform Marketing, Enterprise Technology Communications, and Platform Launch Support

Cross-Organizational Stakeholder Leadership and Executive Alignment

Executive Engagement Strategy Supporting Global Leadership and Industry Forums

Strategic Narrative Development Translating Complex Product and Market Insights

Enterprise Marketing Program Leadership Across Multi-Workstream Global Initiatives

Global Vendor, Engineering, and Cross-Functional Team Leadership

Strategic Planning, Organizational Alignment, and Enterprise Platform Adoption Enablement

ENTERPRISE CLIENT EXPERIENCE

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

PROFESSIONAL EXPERIENCE

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

Founded and lead a certified women's minority-owned creative and communications consultancy delivering leadership communications, executive event systems, and enterprise content design for international and local organizations. Scope includes executive forums, leadership conferences, national program deployments, and communication ecosystems spanning presentation design, event branding, signage/wayfinding, print/digital content systems, fulfillment, and broadcast-ready assets. Regularly partnered with executive leadership teams to design communication systems that supported strategic alignment, operational clarity, and leadership decision-making across complex organizational environments. Supported leadership event ecosystems spanning large-scale enterprise environments, including national leadership programs, distributed operational teams, and executive-level communication forums. Oversaw planning and execution frameworks for leadership events, ensuring alignment with organizational priorities, executive messaging objectives, and operational timelines.

SELECTED ENTERPRISE LEADERSHIP COMMUNICATIONS & EVENT SYSTEMS

Google Nest Authorized Partner Platform — Enterprise Product Marketing and Platform Experience Leadership

Led strategic development of enterprise partner marketing platform supporting Google Nest ecosystem integration with enterprise commerce systems and partner infrastructure.

- Directed UX/UI strategy, product marketing experience development, and platform readiness.
- Managed engineering teams and technical implementation supporting enterprise platform deployment.
- Collaborated with Google product and supply chain teams to ensure platform readiness and integration.
- Supported product marketing initiatives and partner ecosystem expansion aligned with enterprise platform strategy.

T-Mobile — Leadership Events, Executive Communications, and Enterprise GTM Strategy

- Enterprise GTM Alignment: Directed B2B Go-to-Market (GTM) event strategy for T-Mobile for Business (TFB), orchestrating national leadership summits and cross-functional programs to accelerate enterprise product adoption.
- Large-Scale Event Leadership: Led end-to-end communications and narrative strategy for major industry events, including CES and national leadership forums, serving audiences of tens of thousands of employees and partners.
- Data-Driven ROI & Financial Planning: Established scalable communication frameworks for multi-billion-dollar financial models and operating plans, translating complex budget reviews into decision-ready executive narratives for C-suite leadership.
- Crisis & Change Management: Orchestrated strategic alignment and leadership messaging during the Sprint merger integration, navigating one of the most complex operational transformations in company history to ensure brand and organizational consistency.

- **Cross-Functional Orchestration:** Partnered directly with Engineering, Product Marketing, Sales, and Finance to align enterprise-wide event strategies with long-term business priorities and revenue goals.
- **Technology-Driven Engagement:** Pioneered the use of emerging technologies, such as the MultiTaction interactive show system, to enhance executive visibility and create immersive communications environments for global leadership.
- **Led end-to-end event ecosystem strategy and operational execution** supporting CES, leadership summits, and global executive engagement programs.
- **Owned event messaging architecture, executive readiness frameworks, and content systems** supporting strategic enterprise initiatives.

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

Partnered directly with Microsoft Azure executive leadership, including CIO-level stakeholders, to support marketing communications, executive presentations, and platform engagement initiatives aligned with Microsoft Azure platform strategy and enterprise go-to-market priorities.

- **Cloud Platform GTM Strategy:** Served as a strategic marketing partner to the CIO and executive leadership to accelerate Microsoft Azure platform adoption through the development of high-visibility global launch materials and executive-level strategic briefings.
- **Product Positioning & Narrative:** Orchestrated the foundational visual and strategic narrative for Azure Percept, bridging complex engineering hardware with B2B customer solutions to drive platform understanding and partner ecosystem engagement.
- **Executive Advisory:** Provided direct communications support to CIO leadership, maintaining a straight line of communication to translate platform strategy and technical capabilities into authoritative presentation systems for global leadership summits and industry forums.
- **Global Ecosystem Enablement:** Developed scalable platform marketing communications supporting partner adoption and product positioning aligned with Microsoft Azure’s broader AI and intelligent edge initiatives.
- **Cross-Functional Alignment:** Collaborated across Product Marketing, Engineering, and Sales to ensure all visual systems and narratives aligned with global brand standards while supporting successful product launch readiness.

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

- **Designed integrated communication systems** for Microsoft Learning initiatives, including learning kits and certification communications (posters, brochures, roadmaps, signs) that translate technical pathways into clear, audience-ready messaging.
- **Developed event and program branding assets and collateral** supporting enterprise learning and workforce enablement initiatives.
- **Created executive-ready presentation and communication materials** supporting Microsoft programs and events, with experience supporting Azure-related initiatives as part of enterprise communications work (high-level, non-confidential).

Starbucks — International Leadership Conferences, Shareholders, Brand Campaigns, Training Branding, and Executive Communication Systems

- Designed leadership conference communication ecosystems, including presentation systems, training branding, and cross-channel materials supporting leadership engagement and alignment.
- Developed consistent brand frameworks (palette, typography, applications) and presentation assets used across leadership training and conference environments.

Farmers New World Life Insurance Company — Financial Services Leadership Communications & National Program Deployment, Events and Special Projects

- Designed executive communications and leadership-facing content frameworks translating complex financial/insurance concepts into clear narratives, visuals, and presentation systems.
- Supported national leadership communications programs intended to drive alignment and consistent message delivery across distributed audiences.
- Supported leadership communication initiatives within a financial services environment requiring precision, regulatory awareness, and clear executive messaging.

Seafair — Integrated Event Communications, Branding and Mentorship

- Led full creative direction and execution of Seafair’s event brand systems across broadcast, live, and environmental platforms, including signage, wayfinding, social, and audience-facing communication touchpoints.
- Owned visual identity implementation and consistency across all event environments, ensuring cohesive brand expression across in-person and distributed experiences.
- Managed vendor relationships, production partners, budgets, and execution workflows to ensure quality, schedule adherence, and operational efficiency.
- Mentored the Director of Marketing & Communications and provided creative and structural guidance across communication strategy, brand application, and execution systems.
- Directed end-to-end communication and creative deployment supporting one of the Pacific Northwest’s largest and most visible multi-event civic platforms.

Enterprise Event Strategy Leadership and Operational Ownership

- Directed strategic planning and execution of enterprise and industry event ecosystems supporting cloud platform launches, executive leadership engagement, and global go-to-market initiatives.
- Led cross-functional coordination across product marketing, engineering, executive leadership, sales, and event operations teams.
- Owned development, messaging architecture, executive readiness, and operational delivery for leadership summits, industry events, and enterprise-scale programs.

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

Founded and lead a specialized litigation communications practice focused on developing strategic visual narratives, trial presentation systems, and litigation strategy videos that help legal teams communicate complex medical, technical, and financial information clearly and persuasively to juries, judges,

mediators, and opposing counsel. My work directly supports litigation strategy, case positioning, and outcome optimization in high-stakes legal environments.

Impact and Leadership Contributions:

- Contributed to litigation outcomes exceeding \$200 million in combined verdicts and settlements, supporting legal teams through strategic communication design, narrative structuring, and litigation messaging development.
- Played a key strategic role in achieving the only successful sepsis-related settlement in Washington State, developing litigation strategy videos and communication systems that translated complex medical causation and standard-of-care failures into clear, compelling narratives.

Professional Instruction and Thought Leadership:

Instructor — Lay Witness Interviews: A Guide to Maximizing Your Outcome | Continuing Legal Education (CLE) Course | September 2024

Developed and taught a CLE-qualified course for legal professionals on conducting effective lay witness interviews to support litigation strategy and case development.

- Instructed attorneys on structured methodologies for conducting before-and-after lay witness interviews using Zoom and professional capture workflows
- Provided strategic frameworks for interview preparation, information organization, naming conventions, and evidentiary clarity
- Taught best practices for recording, editing, and structuring interview footage into litigation-ready communication segments
- Delivered guidance on technology selection, technical troubleshooting, and communication strategy to maximize evidentiary effectiveness

Published Articles:

- **Size Matters When It Comes to the Images in Your Presentation** — *WSAJ Trial News*, April 2024
Published guidance for legal professionals on image resolution standards, file formats, and presentation design considerations required to maintain clarity, credibility, and evidentiary effectiveness in litigation and professional presentation environments.
- **Creating Incredible Results Through Visual Storytelling** — *WSAJ Trial News*, January 2024
Explored strategic visual storytelling methodologies for litigation, including techniques for translating complex medical, technical, and financial information into clear visual narratives that improve jury comprehension and communication effectiveness.

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.

VOLUNTEER LEADERSHIP

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

- Strategic People Leadership: Managed and mentored a multi-disciplinary professional staff of 38 creatives, coders, merchandisers, and copywriters.
- Budget & Performance Oversight: Directed marketing budget allocation and established standardized processes for global multi-channel campaigns across print, social, and digital platforms.
- Strategic Partnerships & Growth: Orchestrated high-impact brand partnerships, including securing Twitch Affiliate status, resulting in a direct audience increase of 50,000+ new members.
- Agile Operational Transformation: Led the end-to-end strategic shift from a physical event to the organization's first-ever online global summit in response to the 2020 pandemic.
- Brand Integrity: Served as the primary creative strategist defining the editorial and visual direction while ensuring strict brand compliance across all digital experiences.

EDUCATION

- University of Washington — BFA, Graphic Design | 1988–1993