

NATALIE CHANTAL LUKE

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EXECUTIVE SUMMARY

Senior enterprise brand and narrative leader focused on executive communications, organizational storytelling, and large-scale brand platforms for enterprise technology and consumer organizations including Microsoft Azure, T-Mobile, Google, Starbucks, Boeing, Alaska Airlines, and Seafair. Experienced shaping narrative systems that translate highly technical, fast-changing platform and business initiatives into clear, audience-centered storytelling across executive, developer, customer, and partner audiences. Trusted cross-functional leader supporting organizational transformation, go-to-market strategy, product storytelling, leadership communications, keynote development, and integrated brand expression across product, engineering, marketing, and executive teams.

CORE CAPABILITIES

- Brand Strategy & Narrative Development
- Executive Communications & Leadership Messaging
- Integrated Campaign Strategy
- Cross-Functional Executive Alignment
- Creative Direction & Brand Systems
- Product & Platform Storytelling
- AI, Cloud & Technical Narrative Translation
- Go-to-Market Communications
- Keynotes, All Hands & Executive Events
- Organizational Change & Transformation Messaging
- Enterprise Presentation Systems
- Creative Operations & Team Leadership

PROFESSIONAL EXPERIENCE

Executive Creative Director — idesign | Seattle, WA 2008 - present

- Lead enterprise brand strategy, narrative systems, executive communications, and integrated creative initiatives for Fortune 500 and global organizations.
- Partner directly with executive leadership to align brand narrative, organizational messaging, executive engagement, product storytelling, and business transformation initiatives.
- Direct multidisciplinary teams across strategy, design, motion, video, experiential, executive presentations, and digital platforms while managing complex stakeholder ecosystems and concurrent enterprise engagements.

Selected Enterprise Leadership, Brand Strategy & Narrative Experience

- **T-Mobile** — Directed enterprise brand strategy, executive communications, and organizational narrative systems across leadership summits, CES activations, product initiatives, and enterprise transformation efforts supporting 80,000+ employees and distributed retail ecosystems. Built scalable employee engagement and communication frameworks including Team of Experts, Leadership EDGE, T-Voice, and TEX #ALLTHETHINGS while aligning messaging across executive, operational, customer, and partner audiences during the Sprint merger integration.
- **Microsoft Azure & Microsoft Learning** — Developed platform launch narratives, executive communications systems, and presentation frameworks supporting Azure Percept and enterprise learning initiatives. Translated complex AI, engineering, cloud, and platform concepts into accessible storytelling for executive, technical, partner,

and customer audiences while supporting broader Microsoft ecosystem communications and go-to-market initiatives.

- **Google Nest** — Led UX/UI strategy, platform storytelling, and partner ecosystem communications for Shopify's exclusive Google Nest Authorized Partner Program, coordinating engineering, technical deployment, and customer experience workflows across a rapidly evolving connected-device ecosystem.
- **Starbucks** — Directed executive communications, leadership engagement systems, experiential branding, and organizational storytelling for large-scale leadership conferences, employee initiatives, shareholder communications, and enterprise cultural alignment programs supporting global audiences and cross-functional stakeholder teams.
- **Seafair** — Led integrated communications, environmental branding, broadcast systems, live-event storytelling, and cross-channel audience engagement for one of the Pacific Northwest's largest civic organizations while mentoring marketing leadership through organizational transition and operational change.

Chief Creative Strategist — idlegal | Seattle, WA 2021 - present

- Lead litigation narrative strategy and visual communications systems translating complex technical, medical, and financial information into persuasive executive-ready storytelling.
- Contributed to litigation outcomes exceeding \$200M in verdicts and settlements through strategic communication frameworks and presentation architecture.

Director of Creative Services & Digital Experiences — GeekGirlCon | Seattle, WA 2021 - 2022

- Led multidisciplinary creative, content, and digital engagement teams supporting a global online community and large-scale audience engagement initiatives.
- Directed cross-channel storytelling, livestream branding, audience communications, and digital experience strategy during the organization's transition to a fully online global summit.
- Helped grow community engagement through Twitch and digital-first programming supporting 50,000+ new members and participants.

Earlier Career

- Art Director — Avcon Media / Etheridge Design | Brand and communications work for Microsoft, Alaska Airlines, Macy's, Boeing, and hospitality brands.

THOUGHT LEADERSHIP & SPEAKING

- Published author — Washington State Association for Justice Trial News
- Instructor — Continuing Legal Education (CLE) programming on narrative and visual communication methodology
- Speaker — AI applications in executive communications, visual strategy, and enterprise storytelling

TOOLS & PLATFORMS

Adobe Creative Suite | PowerPoint | Keynote | Figma | Blender | Camtasia | Microsoft Office Suite | HTML/CSS | Shopify | AI-Assisted Content & Narrative Workflows

EDUCATION

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