

NATALIE CHANTAL LUKE

SR DIRECTOR BRAND STRATEGY

Brand Systems · Integrated Campaigns
Experiential Design · Visual Storytelling
Multi-Disciplinary Team Leadership

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Seattle, WA

Translating complex strategy into clear, human-centered narratives that move people and brands.

Enterprise brand and narrative leader with deep experience shaping executive communications, organizational storytelling, integrated campaigns, and large-scale brand systems for organizations including Microsoft, T-Mobile, Google, Starbucks, Alaska Airlines, Boeing, and Seafair.

Known for translating complex technical, operational, and business initiatives into scalable narrative and communication systems spanning executive engagement, platform storytelling, experiential environments, digital-first campaigns, motion, and cross-channel brand expression.

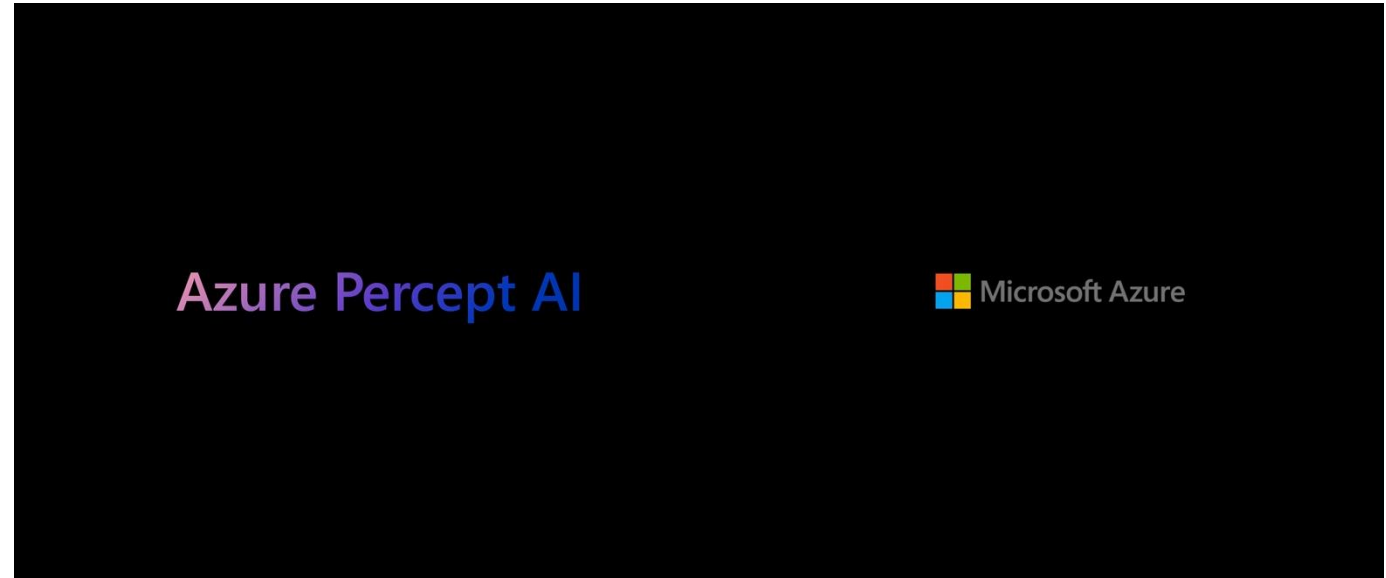
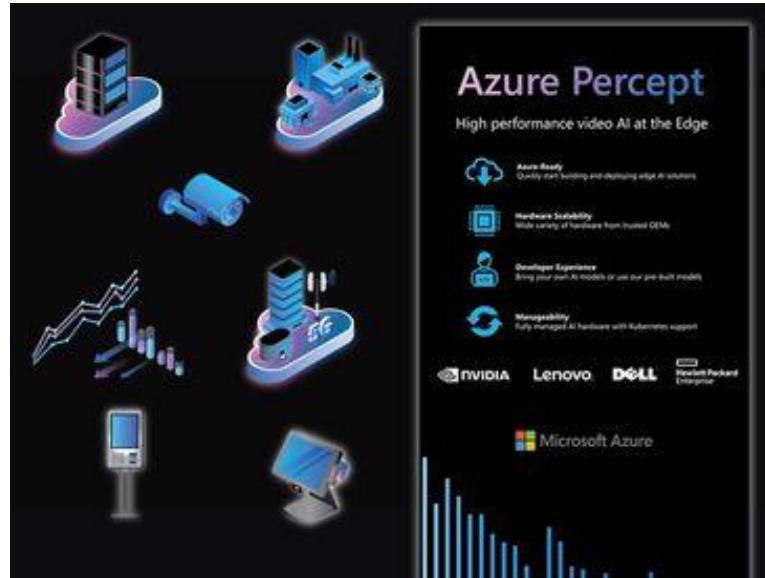
Focused on building clear, human-centered brand experiences that align leadership, culture, product narrative, and audience engagement across fast-moving enterprise environments.

SELECT CLIENTS

T-Mobile · Microsoft · Google · Starbucks · Seafair

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



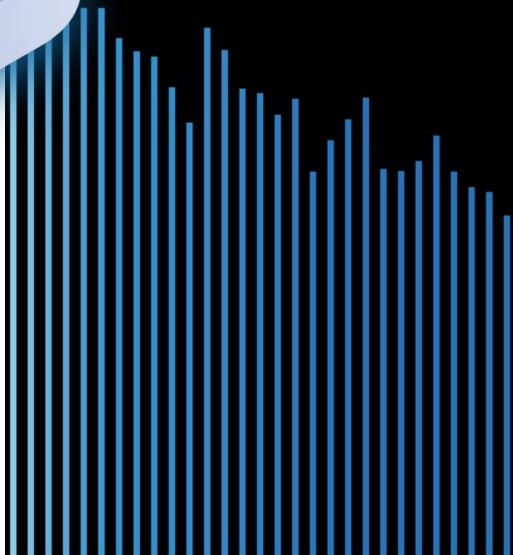
Hardware Scalability
Wide variety of hardware from trusted OEMs



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



Manageability
Fully managed AI hardware with Kubernetes support

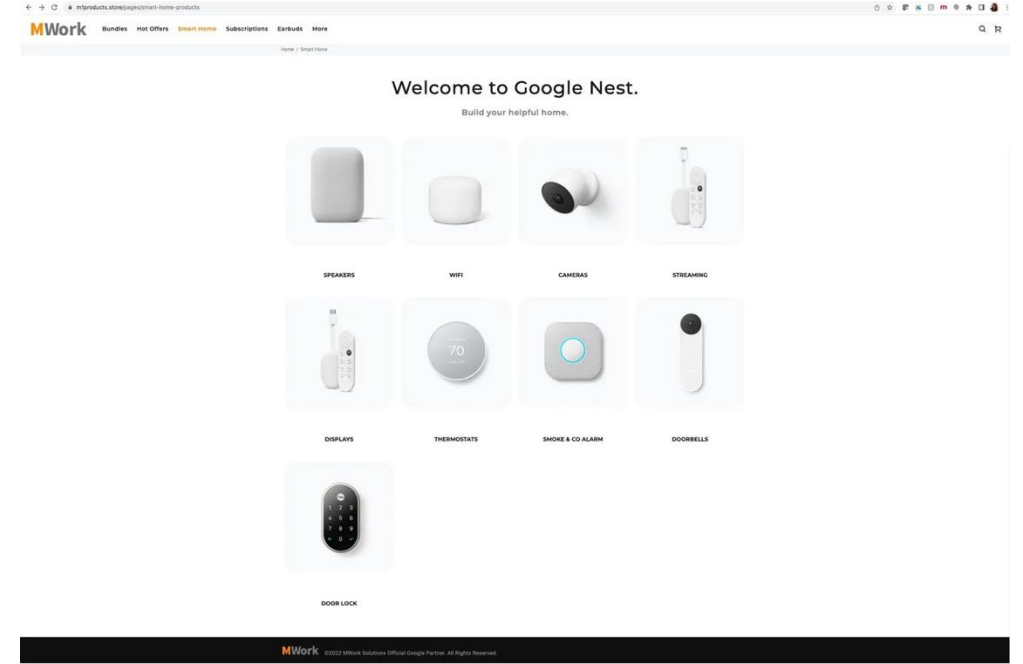


Key Responsibilities

- 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

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



T-Mobile #UNSTOPPABLE TOUR

MULTIACTION 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.

"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

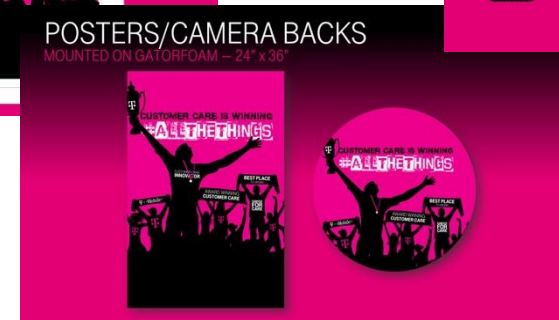
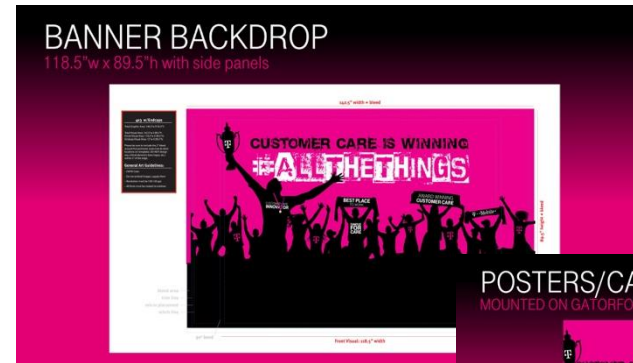


Key Responsibilities

- 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 🔄



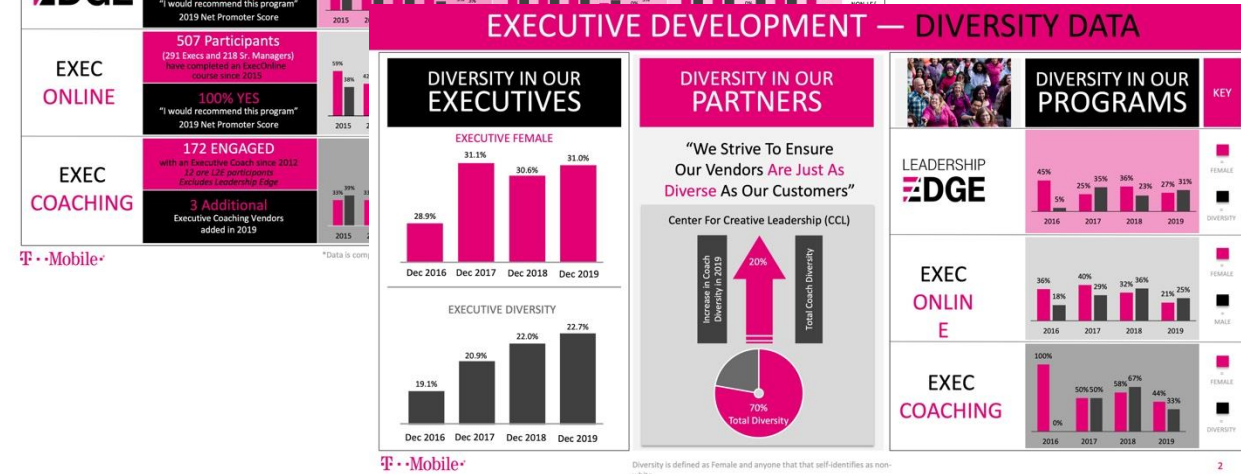
T-Mobile LEADERSHIP EDGE PROGRAM

EXECUTIVE COMMUNICATIONS, BRAND IDENTITY, AND PROGRAM VISUAL PLATFORM

LEADERSHIP EDGE

Brand Guidelines

January 2020



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.



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

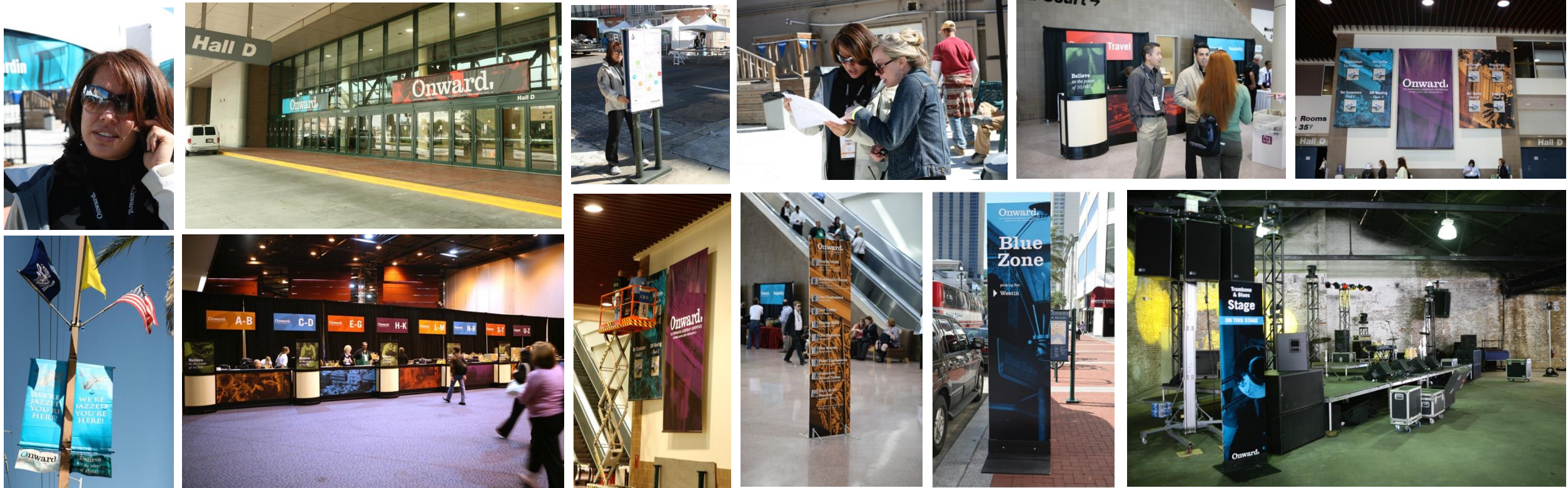


Key Responsibilities

- 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

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

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

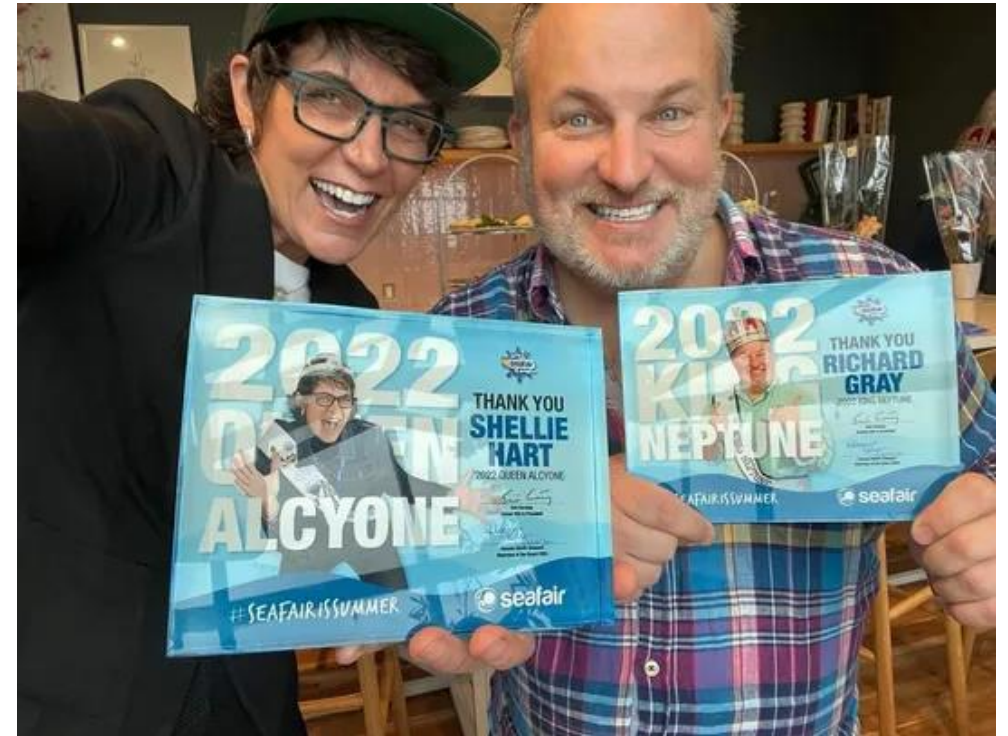


Key Responsibilities

- 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

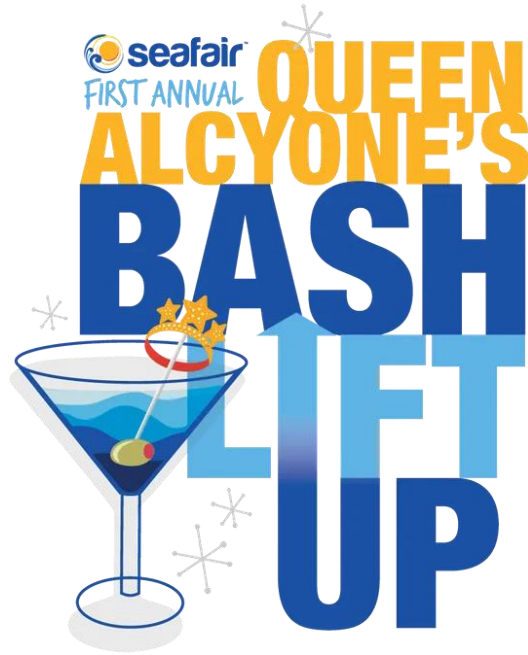
Led end-to-end strategy, planning, and execution of Seafair's official volunteer recognition and awards ceremony honoring over 500 volunteers. Secured and negotiated a donated venue and partner support under severe budget constraints while developing the full event brand identity, recognition program,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