

NATALIE CHANTAL LUKE

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German and U.S. citizen — unrestricted work authorization across the EU and United States

SENIOR DIRECTOR, CREATIVE

Global Brand Creative Direction | Enterprise Technology, Cybersecurity & SaaS Storytelling | Integrated Campaigns | AI Workflows

PROFILE

Executive Creative Director and brand experience leader who helps enterprise organizations turn complexity into connection — building the stories, systems, visuals, campaigns, and experiences that make audiences understand faster, trust the message, and act.

Deep experience across creative vision, global brand campaigns, brand expression, integrated marketing initiatives, executive communications, product launches, digital experiences, product and platform storytelling, video and motion production, experiential programs, retail and partner communications, employee engagement, and measurable business outcomes for organizations including Microsoft, T-Mobile, Starbucks, Alaska Airlines, Google, Boeing, and Marriott — with work spanning 10,000-person executive events, 60,000+ employee engagement platforms, and 2M+ public audience campaigns.

Known for turning technical complexity, market ambiguity, and stakeholder noise into clear creative direction — building brand systems, launch narratives, video, motion, and integrated campaign platforms that help enterprise audiences understand what matters, trust the message, and act.

CORE CREATIVE LEADERSHIP

- Global Brand Creative Direction • Product, Platform & Partner Storytelling
- SaaS, Cloud & Cybersecurity Storytelling • Scriptwriting, Narration & Visual Narrative
- Integrated Marketing Initiatives & Product Launches • Creative Quality Control & Brand Governance
- Broadcast, Video, Motion & Animation Production • Multidisciplinary Creative Team Direction
- Brand Guidelines & Visual / Verbal Identity • AI-Enhanced Creative & Production Workflows
- Executive & Stakeholder Communications • Measurable Business Outcomes
- Digital, Web, Social, Experiential & OOH • Large-Scale Rebrands & Brand System Evolution

PROFESSIONAL EXPERIENCE

idesign — Seattle, WA

Executive Creative Director, Brand Experience & Integrated Communications Oct 2019–Present

Lead brand experience, integrated campaign, executive communications, and video production for enterprise clients including T-Mobile, Starbucks, Microsoft, Alaska Airlines, Boeing, Google, and Marriott. Partner with senior leaders across marketing, product, communications, and commercial teams to translate complex business priorities into brand systems, campaigns, keynote narratives, launch materials, and cross-channel storytelling.

Selected impact:

- Originate, architect, and produce enterprise creative programs end-to-end — from naming, narrative framework, and brand identity through scripting, motion, video, and enterprise deployment across digital and physical environments.
- Translate complex technology, product, security, and organizational change into creative systems that help executive, employee, partner, and customer audiences understand faster and act.
- Partner with executive, marketing, product, engineering, sales, communications, and retail stakeholders to shape creative direction and influence strategic communication at senior levels.
- Raise the creative bar across integrated campaigns, video and motion production, digital experiences, social, web, experiential, events, OOH, and high-visibility presentation systems.
- Establish brand guidelines, visual and verbal identity systems, messaging frameworks, presentation standards, and quality-control practices that improve consistency across distributed global teams and channels.
- Direct multidisciplinary creative teams and production partners while personally contributing scripting, narration, animation, and hands-on production on high-stakes deliverables.

- Integrate AI-enhanced workflows into research synthesis, concept exploration, content development, and production acceleration while maintaining editorial judgment and brand integrity.
- Lead high-stakes litigation visual strategy and trial graphics supporting outcomes exceeding \$200M.

Relevant enterprise technology experience includes AI, cloud infrastructure, edge computing, telecommunications, partner commerce, customer experience transformation, employee engagement platforms, executive communications, launch systems, and technical storytelling for audiences spanning executives, engineers, commercial teams, retail teams, partners, employees, and customers.

Selected enterprise work:

T-Mobile

Creative and executive communications partner for enterprise technology, customer experience, employee engagement, retail, and partner programs. Built creative systems that helped align executive, customer experience, retail, technology, and employee audiences around complex enterprise initiatives. Originated and architected AMP & SYNC, including program naming, strategic framework, brand identity, narrative architecture, communication system, and executive launch video, scripted, narrated, and animated internally. Supported deployment across digital infrastructure and retail environments nationwide. Also supported Team of Experts launch communications and training systems, SYNC engagement platform for 60,000+ employees, Sprint merger communications, and customer experience campaigns. Related enterprise transformation work contributed to a 60% NPS increase, 39% churn reduction, and \$100M+ in savings.

Microsoft

Product, platform, partner, and executive communication support including identity, narrative, visual storytelling, and motion production for Azure Percept and other cloud infrastructure and SaaS initiatives. Translated AI, edge computing, cloud infrastructure, and platform strategy into clear communication for technical, business, partner, and internal audiences.

Google / Nest

Creative, UX/UI, and implementation strategy for the Nest Authorized Partner Program store experience. Aligned brand standards, product merchandising, partner communication, and digital user experience across a complex partner commerce platform.

Starbucks

Brand experience, leadership communication, training, environmental graphics, employee engagement, executive storytelling, and video production for high-visibility internal and experiential programs.

Alaska Airlines

Brand systems, customer experience communication, onboard materials, advertising, video, post-merger messaging, and employee-facing change communication.

Boeing

Visual, video, training, and communication systems for complex customer-facing, internal, and cross-cultural objectives.

idesign — Seattle, WA

Creative Director, Brand Systems & Campaign Design

Jun 1999–Jan 2019

Built and led an independent creative practice serving enterprise, consumer, technology, hospitality, aviation, nonprofit, and civic clients across brand identity, campaign, event, digital, video, environmental, and communication systems.

- Built long-term creative partnerships with Alaska Airlines, Starbucks, Microsoft, T-Mobile, Boeing, Marriott, Coast Hotels, Farmers, Washington Mutual, AAA, and other regional and national brands.
- Directed brand identity, campaign design, visual systems, video and broadcast production, advertising, digital content, presentation systems, event environments, and retail communications across diverse industries.
- Created scalable creative systems for brand consistency across distributed teams, complex channels, and high volume communication needs.
- Led multidisciplinary creative teams across design, copy, motion, photography, illustration, print, environmental graphics, digital, and event execution.
- Grew idesign into a trusted creative partner for enterprise clients requiring senior-level creative direction, fast execution, and high-quality production in fast-paced, matrixed environments.

Selected civic and event work:

Seafair — Seattle, WA

Integrated campaign and broadcast creative for Seattle's signature summer festival — a six-week, 2M+ audience program spanning 30+ events, 3,000 volunteers, and a multi-brand sponsorship ecosystem. Provided full creative direction on broadcast TV spot (concept through final delivery) as part of an integrated campaign spanning TV, digital, and additional

channels. Also directed brand expression, wayfinding, signage, and public-facing communications across signature events including the Boeing Air Show (Blue Angels), H1 Unlimited hydroplane races, the Alaska Airlines Torchlight Parade, and Fleet Week.

Starbucks — New Orleans Leadership Conference

Creative direction for Starbucks' 10,000-person global Leadership Conference — a \$30M CEO-led cultural reset that generated 54,000+ hours of community service and helped anchor the company's brand reinvention. One of the most high-profile internal brand events in the company's history.

ADDITIONAL LEADERSHIP EXPERIENCE

GeekGirlCon — Seattle, WA

Director of Creative Services & Digital Experiences

2020–2021

Led creative strategy and brand direction for one of the Pacific Northwest's largest fan and technology conventions — up to 12,000 attendees, held at the Seattle Convention Center, spanning 70+ hours of programming. Managed a 38-person creative and digital volunteer team and directed the pivot to the organization's first global online summit during the 2020 pandemic.

- Directed the first global online summit, expanding reach well beyond the sold-out in-person model.
- Secured Twitch Affiliate status and helped add 50,000+ new audience members through the digital transition.

TOOLS & PRODUCTION WORKFLOWS

Adobe Creative Cloud Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

Presentation PowerPoint, Keynote, Google Slides

Digital / UX / Production Figma, HTML/CSS, Shopify, Camtasia, Blender

AI Workflows Research synthesis, ideation, visual exploration, content development, presentation development, and production acceleration

EDUCATION

University of Washington — Seattle, WA

Bachelor of Fine Arts, Graphic Design

SELECTED RECOGNITION & THOUGHT LEADERSHIP

- Strategic Communication Lead for \$200M+ Verdicts and Settlements — associated with idesign
- Guest Speaker, Keenan Trial Institute CLE: AI in Litigation Visuals
- Author, Trial News: Visual Storytelling and Litigation Communication
- Award-winning creative leader across brand, campaign, event, communication, and visual strategy work

PORTFOLIO

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