

BOB LUKASIK

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CREATIVE DIRECTOR**OBJECTIVE**

To lead, nurture, teach, cajole and inspire teams of talented people to deliver the best work they possibly can to our clients, in a fun environment that facilitates teamwork and creativity

EXPERIENCE

Seasoned pro with extensive experience in rich media advertising, eCRM, integrated marketing solutions, e-mail marketing, user interface design, website development and Web 2.0 technologies

Clients and project work include Mars Direct, Canon, Campbell's, CoverGirl, Pantene, the People's Choice Awards, Absolut, Harrisdirect, Progressive Insurance, Gerber, the New York City Economic Development Corporation, Lancaster Fragrances, Revlon, Estee Lauder, Clarins, Cadbury Schwepps, Oxford Health and GM

VP Executive Creative Director ~ imc2 ~ New York ~ August 2008 - present

- Oversee all creative efforts for the New York and Philadelphia offices
- Mentor and manage creative teams
- Lead all agency new business efforts
- Partner with all department heads to establish new agency identity and process
- Develop and maintain senior client relationships

SVP Executive Creative Director ~ G2 Interactive ~ New York ~ February 1998 - July 2008

- Established and maintained the functional and aesthetic standards of agency accounts
- Translate marketing objectives and strategies into engaging, consumer oriented interactive solutions
- Assist Account and Project Management teams in developing creative briefs, budget, scope and schedules
- Manage and mentor teams of copywriters, art directors, information architects, graphic and motion designers
- Manage workflows and creative resources
- Lead all new business efforts

Art Director ~ Muffinhead Interactive ~ New York ~ August 1995 - February 1998

- Responsible for art direction, design and production of all agency projects
- Interface design and information architecture for cd-ROM, interactive kiosks and cd-i
- Maintained aesthetic consistency and brand equities of individual projects
- Managed teams of designers, production artists and freelancers

Senior Designer ~ MMG publications ~ New York ~ June 1994 - August 1995

- Art direction, design and production of trade publications
- Contracted and managed illustrators and photographers

PRIOR

- Fine artist, represented by the Lannon Gallery, New York
- Freelance Graphic Design (1986 through 1995)

PORTFOLIO

boblukasik.com