

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

SVP Creative Director ~ G2 Interactive (formerly Grey Interactive) ~ New York ~ February 1998 - present

- Responsible for establishing and maintaining the functional and aesthetic standards of multiple accounts
- Develop and maintain trusting client relationships
- 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 new business efforts

Extensive experience in rich media advertising, CRM, integrated marketing solutions, e-mail marketing, user interface design and website development

Clients include CoverGirl, Pantene, Canon, Campbell's, the People's Choice Awards, Harrisdirect, Gerber and the New York City Economic Development Corporation

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
- Director programming

Clients: Lancaster Fragrances, Revlon, Estee Lauder, Clarins, Mont el, Cadbury Schwepps, Oxford Health, General Motors and JVC

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

- Art direction, design and production of trade publications
- Contracted and managed illustrators and photographers
- Managed freelance layout artists
- Mark-up of printer's proofs

PRIOR

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

SKILLS

Photoshop, Illustrator, PowerPoint, Quark Express and Microsoft Office

EDUCATION

Academy of Art College, San Francisco CA
BFA in Illustration and Graphic Design, 1985

PORTFOLIO

boblukasik.com