



Michelle Lukezic

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michellelukezic.com

Experience

Acutest Enterprises, LLC Creative Director & Designer, Owner (01/00 - present)

Formulate strategic concepts that support a company's brand, marketing, product or campaign goals. Lead, coordinate and inspire designers, marketers, writers and coders. Ensure that creative output is brand focused and delivers business results. Develop strategy, campaigns and strategic design. Research and analyze market trends, and consumer insights. Manage budgets, timelines and projects. Maintain client relationships and client communications.

Damen Jackson Designer Director (11/05 - 11/17)

Developed brand-focused strategy, graphic design and packaging design (CPG). Created brand identities, from naming brainstorming sessions through logo design and brand standards. Produced marketing and digital support. Lead a team in developing and creating internal branding, marketing, digital, and social media strategies. Provided creative direction (design, copywriting, and photography). Managed and mentored designers, interns and freelancers.

Flint Cultural Center Corporation Graphic Designer (06/03 - 11/05)

Created print and web promotional materials. Produced brand identities for exhibits, programs and shows. Developed the corporate website and acted as webmaster for the organizations four institutions. Photographed campus events. Researched and documented website statistics. Developed a project request and archiving system.

Education

Saginaw Valley State University
B.F.A., Graphic Design (Magna Cum Laude) - April, 2004
Marketing & Management Minors

Rhode Island School of Design
Summer Studies Immersive - Summer, 2003
Graphic Design

Professional Skills

Design	●●●●●
Art Direction	●●●●●
CPG / Packaging	●●●●●
Print Production	●●●●●
Retail Support	●●●●●
Conference Gfx	●●●●●
Research & Analysis	●●●●●
Project Management	●●●●●
Client Relations	●●●●●
Mentoring	●●●●●
Brand Strategy	●●●●●
Social Media	●●●●●
Content Creation	●●●●●
Sound & Video	●●●●●
Illustrator	●●●●●
Photoshop	●●●●●
InDesign	●●●●●
Canva	●●●●●
Workfront	●●●●●
Squarespace	●●●●●
Google Suite	●●●●●
Microsoft Suite	●●●●●

Top Ten Work Traits

Results driven	Pragmatic
Problem finder	High EQ
Change agent	Desire for knowledge
Systems thinker	Genuine & honest
Risk taker	GSD (Gets shit done)



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Industry & Client Experience

Food

Azteca
Daisy
Fisher Nuts
Global Food Industries
Hickory Farms
Home Run Inn
John B. Sanfilippo & Sons, Inc.
Mizkan
MustKetch
Orchard Valley Harvest
Wicked Good Cupcakes

Beverage

Angostura
Bud Light
Choice Teas
Gatorade
Pepsico

Finance

Bronswick Benjamin
Inland Bank
Liberty Bank

Institutional

American Osteopathic Association (AOA)
Appraisal Institute
New England Complex Systems Institute (NECSI)
Michigan Economic Development Center (MEDC)

Education

Fenwick High School
Sacred Heart Schools
Saginaw Valley State University
Visibility Arts

Health & Wellness

Aetna
AllerEase
Healthometer
Omron
Lifetone Technology
Rightsize Smoothie

Pharma & Medical

Clear Sounds
Fresenius Kabi
Immunovia, Inc.
Pfizer
Major Pharmaceuticals
Next Phase Medical Devices
Rugby

Cannabis

Aeriz

Personal Care

Axe
ChapStick
Colgate
Gum
Salon Selectives
Soft & Beautiful
TRESemmé

Pet Care

Carefree Kitty
Exclusively Pet

Hardware

Dupont
Ideal Industries
Owens Corning
TimberTech (Azek)

Cleaning Supplies

Libman
Nassco
Nyc
Seatex

Tech & Security

Alpha Technologies
Audacy
Checkpoint

Materials

American Colloid Company
Chaney Enterprises
Duratech Systems
Filtrona
USG

Home Goods

Bosch
Kohler
KitchenAid
Mr Coffee
Pine Mountain
Rubbermaid
Sealy
Solo
Sunbeam
Thermos

Transportation

FedEx

Entertainment

Disney
N'Digo
Oprah

Consumer Brands

AcuRite
American Textile Co.
Crescent
First Alert
Hasbro
Unilever
US Acrylic
Wonder & Wise
Zero Haliburton

Performing Arts

Harris Theater
Lyric Opera House

Hospitality

The Peninsula Hotel

Nonprofit

Be Creative
Flint Cultural Center
Gilda's Club
Keystone Alliance
Planet Access Company
Search, Inc.
SOS Children's Villages

Personal Brands

AE Color Lab
Axis Fitness
Cuffed & Coiffed
Leif E. Peterson, CPA