

RANDY LUTZ

ART DIRECTOR

314 • 608 • 0078

RANDY@ILLUTZTRATIONS.COM

ARJO

CAREAGEOUS CAMPAIGN

ARJO, a leader in medical supply management, was seeking to refresh their relationships with the caregivers that use their equipment daily.

By focusing on the struggle that caregivers face, my team brought an honest yet inspiring concept to life.



FUJIFILM

SYNAPSE DATA

FUJIFILM wished to sell their existing medical imagery data technology. They had attempted to re-brand this multiple times, but did not feel it was properly executed.

My team focused on stunning photography and medical image overlays to convey the life of a patient after they have received care.

This concept broke apart from the previous iterations and gave FUJIFILM a renewed energy and cohesive brand message.



INTELIQUET

WEBSITE IMAGERY

INTELIQUET had outgrown their current website. Since their launch, the site had various pages and sub-pages added, edited, and reshaped.

By establishing a connected visual language, the website felt much more planned. The imagery developed for the site became spread across social and print collateral due to its reception.



JANE

AI SEARCH TECHNOLOGY

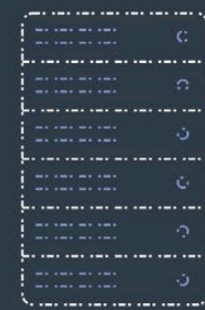
JANE was created to pull relevant information from all corporate softwares (Slack, Outlook, Local Cloud) in one AI portal. Struggling to find a file? Ask JANE.

My creative team offered a variety of concepts to the client, ultimately arriving at a minimalist approach.

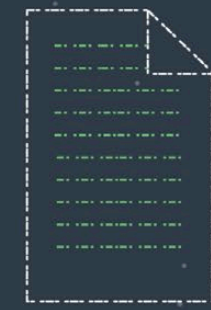
Happy to (finally) be able to sell their innovative software, the client was thrilled with how we cleanly presented their robust tech.



Jane



Applications



Documents



Tribal Knowledge



KRISTALOSE

FIBER SUPPLEMENT

KRISTALOSE had an image problem; they were known as a product for older people. Looking to reposition as a product for all ages, my team was tasked with the creation of a “fun” brand ambassador.

With a tight timeline and budget, my team was able to build excitement and even earn an MM&M award nomination for the campaign.



freedom
to go



PERCAYAI

LAB DATA SEARCH ENGINE

PERCAYAI was a very small, very smart company. They had a logo, but needed everything else. My team was tasked with creating a brand ecosystem and developing naming and design systems for their developing products.

Including (but not limited to) print/digital collateral, video production, brand guidelines, and trade show exhibits —this client loved working with my team and we loved being able to mold their brand.



SIEMENS

ULTRASOUND BROCHURE (NEW BRANDING)

SIEMENS had very recently launched new branding as "Healthineers." This brochure was the first piece of printed collateral to carry the new branding.

The client was thrilled that the new design worked and my team were all happy to be considered "Healthineers."

Scan Smart.

Siemens designs imaging technology with purpose to deliver the advanced performance you expect from your investments. Our systems are driven by our commitment to innovation and sustainable performance expectations.

With budgetary limitations and growing patient demands, it can often be difficult to find a smart solution adaptable, affordable, and advanced enough to meet ever-changing practice needs. Today's evolving landscape of personalized healthcare requires ultrasound imaging designed to deliver greater productivity and efficiency, while ensuring reliable outcomes.

The Siemens ACUSON NX2 ultrasound system is built to exceed your imaging expectations while meeting the particular challenges of your practice. Furthermore, the ACUSON NX2 system delivers essential technology in a scalable, upgradeable system designed for consistent performance and results, specifically for the way you work.

When intuition mirrors functionality, the outcome is an adaptive system that supports your practice, optimizes your investment, and inspires greater clinical confidence.



Smart Scanning.



Smart Performance.



Smart Engineering.



Smart Engineering.

Siemens believes value-inspired imaging shouldn't mean compromised clinical capability or workflow efficiency. As a healthcare professional, your day-to-day is never quite the same. The exceptional challenges you face in a day's work are unique to you, and efficiently adhering to your schedule shouldn't be one of those challenges. A system should add value to your practice, to your protocol, to your day-in and day-out.

Designed with intuition, efficiency, and your individual workflow in mind, the ACUSON NX2 supports improved operational functionality, including reductions in down time and technician training. You wouldn't compromise the quality of your outcomes with an inefficient workflow. Now, with best-in-class exceptional imaging quality and smart technology from the ACUSON NX2, your ultrasound machine won't either.



A) Design inspired

The largest in its class, the ACUSON NX2 display boasts a 30 percent larger monitor density for enhanced image detail resolution. Ergonomic aesthetic accentsuate workflow for a simple design.

B) Operation inspired

Accelerate your operational efficiency with fewer tactile keystrokes and 3x more screen real estate. A simplified control panel designed to reduce routine tasks. Enhance your practice's clinical confidence with high-quality imaging.

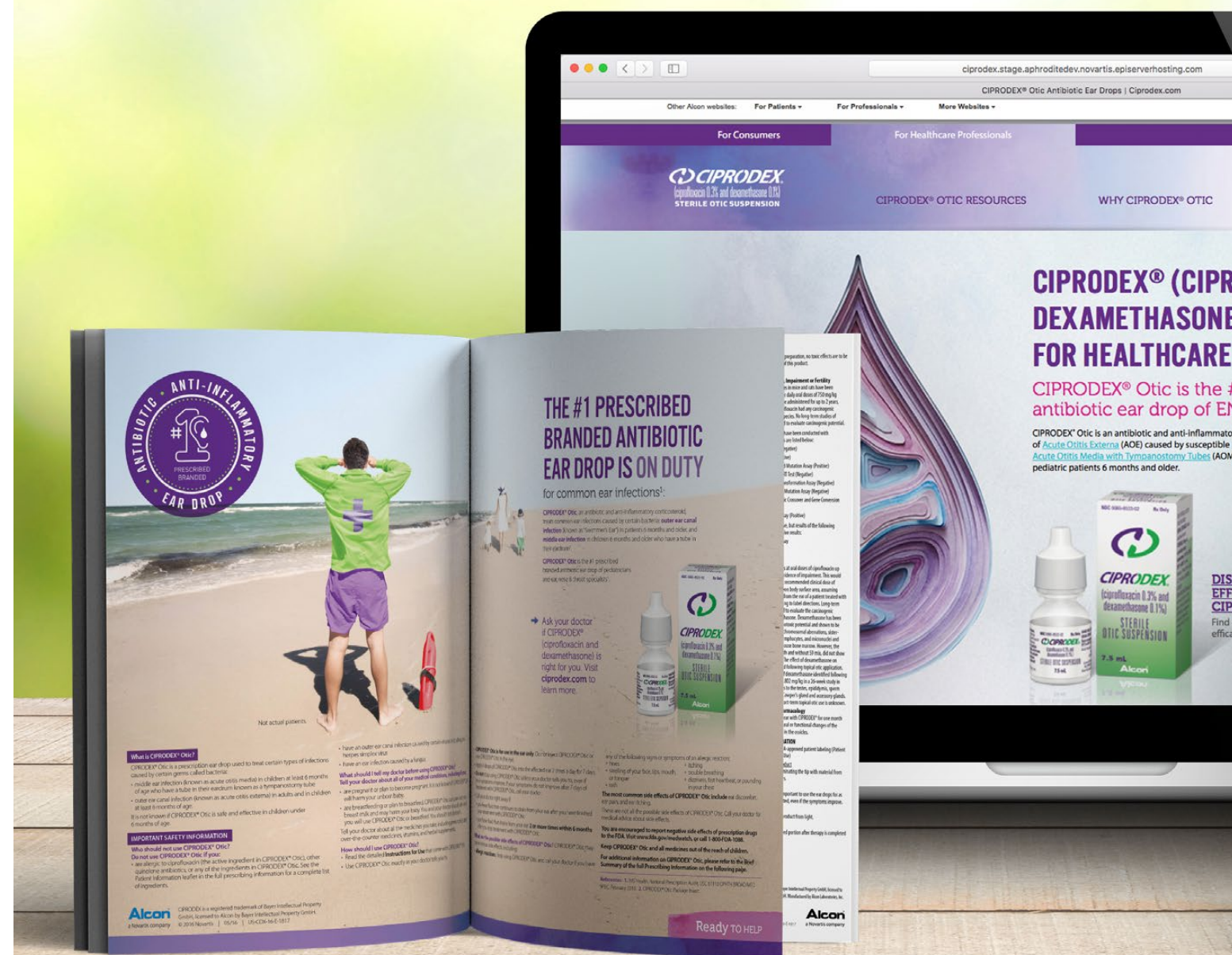


CIPRODEX

AOMT & AOE DROPS

CIPRODEX had a newly established design and wanted to see a “refreshed” look for their collateral. The concept to accompany their style was a watercolored, abstract ear canal.

This watercolor technique allowed my team to stay within the new branding and create a unique extension for the new pieces.




KCI/ACELITY

PHYSICAL THERAPY TECHNOLOGY

Acelity had wide recognition for their advancements in patient care. Their internal marketing team wanted to push the brand forward and begin to use more modern design to showcase certain products.

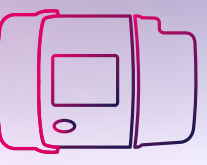
Although the products were more-or-less variations of the same therapy, the internal teams could not have wanted more diversity. From device-specific websites, mobile app launches, and patient-facing video tutorials, this client did their best to keep my team on our feet.



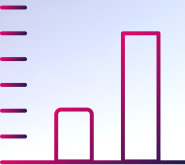
Lower total cost of care and drive better patient outcomes with iOn PROGRESS™ Remote Therapy Monitoring

Learn how KCI is changing patient behavior and facilitating faster healing.


[Request Access Information](#)



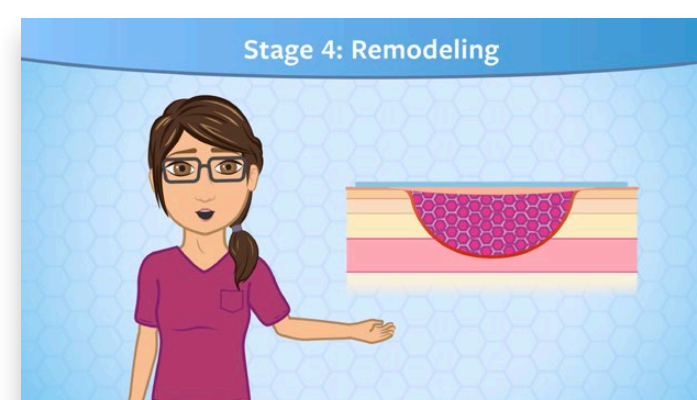
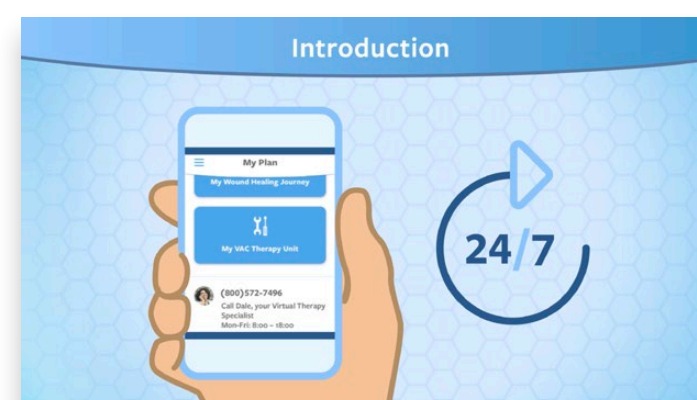
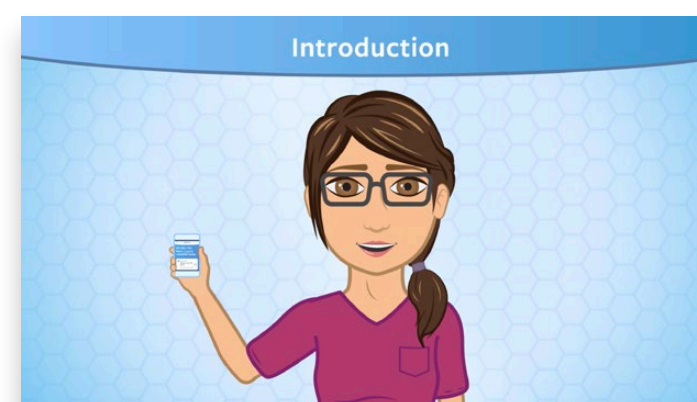
iOn PROGRESS™



Evidence



Hot It Works



Managing wound infections with Ag1+ is like leaving the tall task of rejuvenating an unattended and overgrown garden to a team of one.

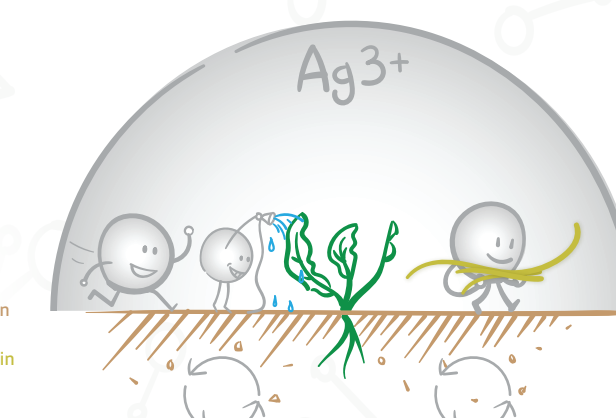
But what happens when that team of one becomes a team of three? That's the Ag OXYSALTS™ Technology difference.

Traditional silver dressings (Ag1+)



- Its silver is missing only one electron, limiting its antimicrobial effectiveness.
- Capable of removing some weeds (planktonic bacteria), but lacks the reactivity and solubility to address the root of the problem (remove bacteria within a biofilm) and aerate soil to facilitate the flow of oxygen (combat persistent inflammation).
- Unable to prevent unfavorable conditions from returning.

Ag OXYSALTS™ Technology (Ag 3+)



- Its silver is missing three electrons, making its antimicrobial effectiveness up to 6X more powerful than Ag1+.¹
- Divides and conquers to break down bacteria within a biofilm, promote the flow of oxygen to fight persistent inflammation, and attack planktonic bacteria at their roots.^{2,3,4}
- Helps return hostile wound environments to a more manageable state.

BIOGAIA

MYPEANUT WEBSITE

MyPeanut was a relatively new product that introduces low-levels of peanuts into a child's diet to counter any chance of a peanut allergy. It sounded risky, but our expert agreed that it was the safest way to combat this deadly allergy.

The work was an absolute thrill to design — from their bright color palette to the client's excitement with anything silly. My team did more work with this client due to the success of this project, and we could not have been happier to do so.



MyPeanut® is delicious and nutritious

See how much wholesome goodness is packed into every MyPeanut® pouch.



MyPeanut® contains whole-ground, organic peanuts and apples.

MyPeanut® with Tree Nuts includes whole-ground, organic peanuts, almonds, cashews, walnuts, pecans, hazelnuts, pistachios, Brazil nuts and apples.

MUCK

MAGAZINE ILLUSTRATIONS

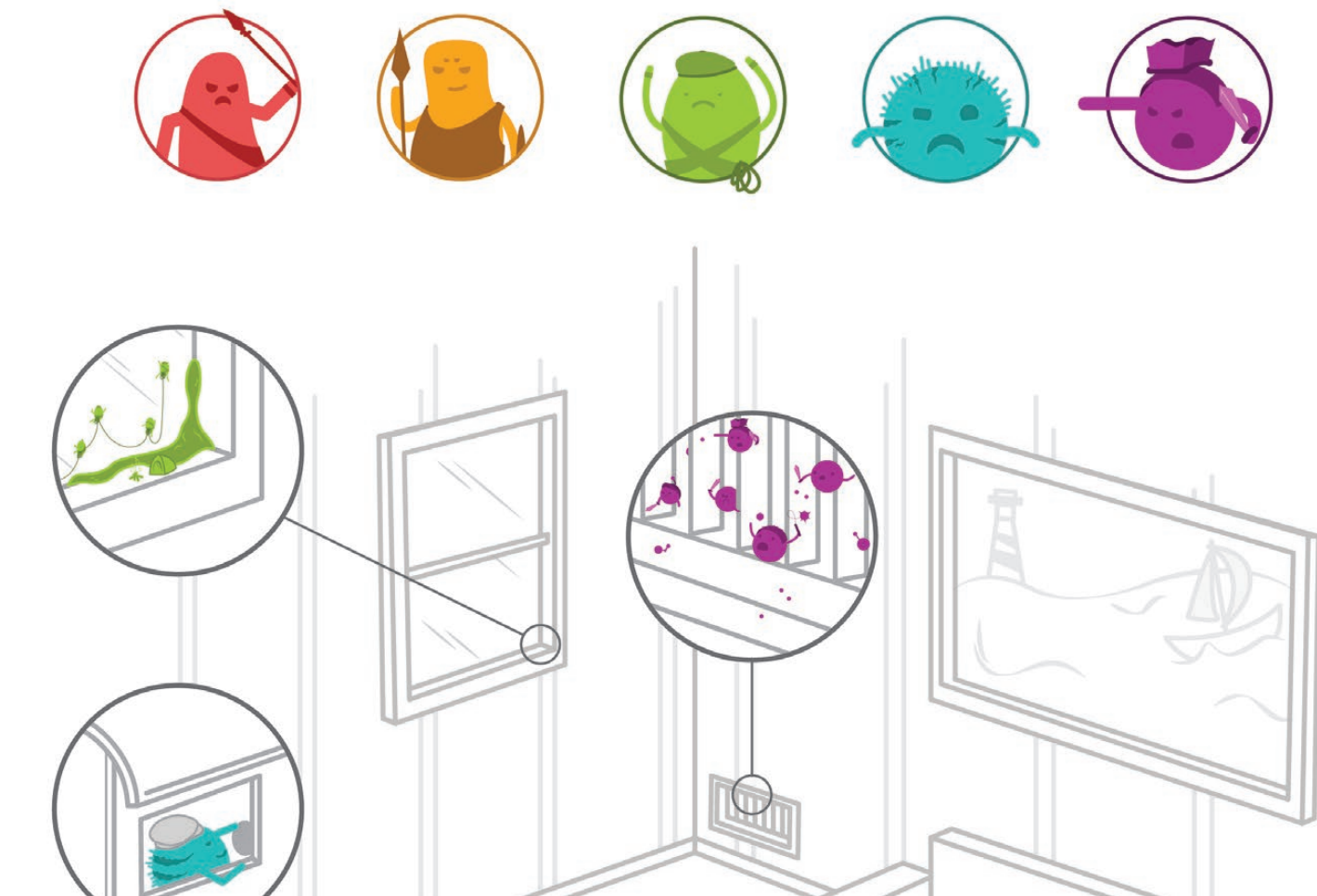
The project was simple yet daunting; create a *Highlights*-esque magazine focused on germs and health. My team hit the ground running with ideas for virologist interviews, "germ" warfare, and comic strips.

It took a few months to create four publications, but the client was thrilled with the end result. So were we.



BATTLE OF THE LIVING ROOM

Germs in Surprising Places

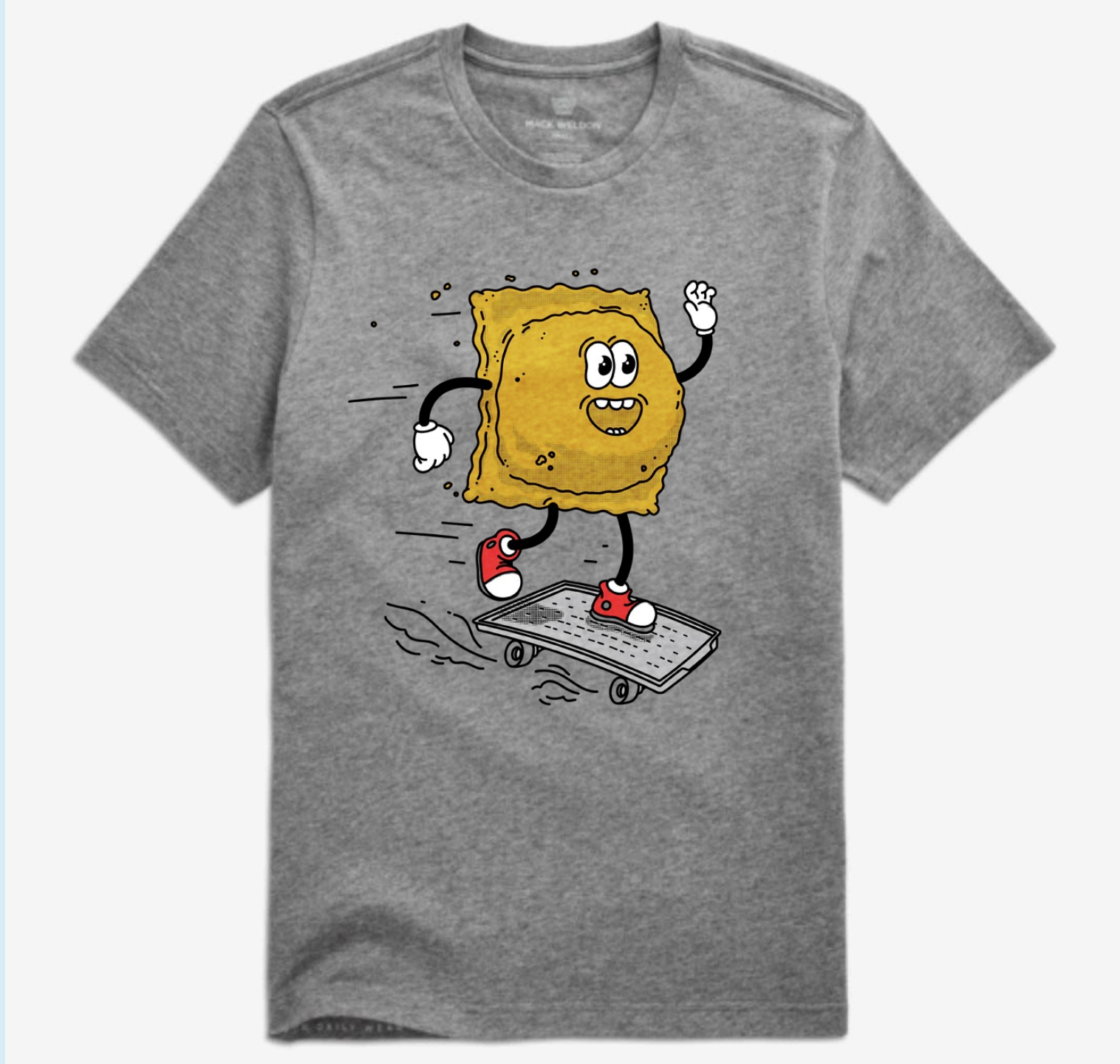
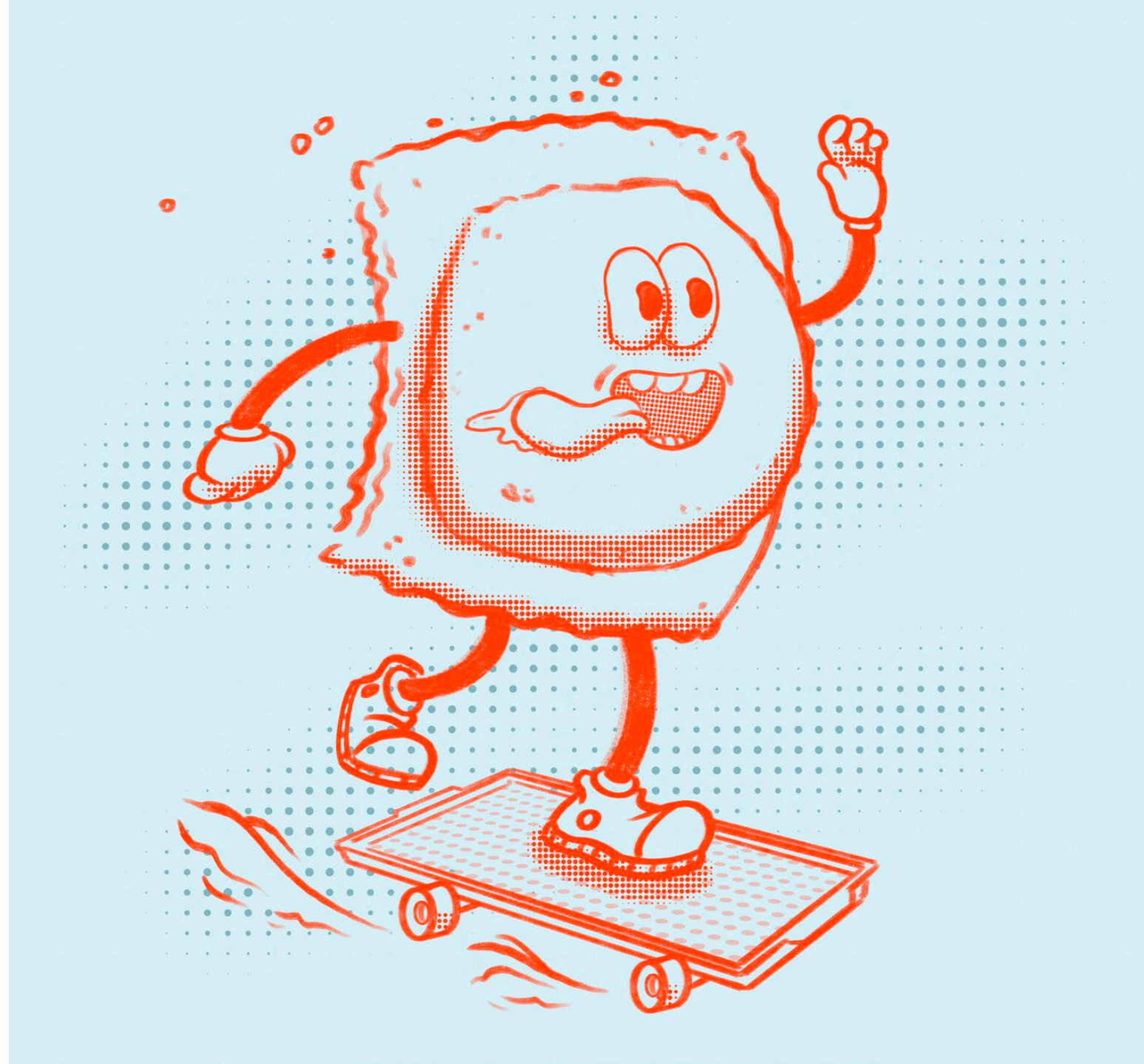


ARCH APPAREL

APPAREL GRAPHICS

I was approached by Arch Apparel to create two shirts for their upcoming holiday sale. The first was a Blues-themed shirt for the NHL player Colton Parayko.

Later, the creative team asked for a few concepts for local food as skaters (Goopy Butter Cake, Pork Steak, and Toasted Ravioli). The "T-Rav" was the clear favorite for the client and myself.



DON'T WATER THE PLANT

CHILDREN'S BOOK DESIGN & ILLUSTRATION

This was by far one of the most challenging and rewarding projects on which I have ever worked.



BUSY BEE

ANIMATED SHORT FILM

Although I have worked on video and storyboarding, nothing could prepare me for the herculean task of storyboarding an animated short. The incredible creative team that I had the pleasure of working with could not have been better.

After about a year and a half, 200+ storyboards, promotional materials, and last-minute animation assets — the end result was something I was very proud my team created.

