

# Randy Lutz

## ART DIRECTOR / ILLUSTRATOR



Webster University 2005-2009

BA Advertising / Marketing Communications

### 2e Creative

Art Director & Illustrator

March 2016–July 2020

- Brainstorm for unique and challenging pharmaceutical/tech companies
- Provide art direction multiple projects, teams, and timelines
- Manage design systems with a wide variety of clients

### Riverfront Times

Production Designer / Art Director

August 2012–December 2015

- Create plethora (avg. 100) of ads each week for publication
- Manage print / digital branding for RFT promotional events
- Art direct promotional events and annual catalogs

### Visual Advantage

Visual Strategist

May 2011–June 2012 (Denver, CO)

- Conceptualize courtroom demonstratives for litigation
- Create still and interactive demonstratives
- Manage multiple projects and unique subject challenges

### Summit Sign & Graphics

Production Mgr. / Designer

January 2009–May 2011

- Manage strategic solutions to client's unique and varied requests
- Design, print, and assemble various signage
- Art direct branding and project manage large-scale projects

### Moosylvania

Intern / Jr. Writer

March–December 2008

- Brainstorm for a variety of clients  
(Bacardi, Bombay Sapphire, Deans Milk, Swiss Tea, Martini & Rossi)
- Create naming/branding options for new products
- Draft long-form copy for sales materials

REFERENCES: Michelle Markee • (314) 443-7455 mmarkee@meet2e.com

STRENGTHS: Design, illustration, listening

WEAKNESSES: talking in analogies, spiders



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