

Available for  
full-time or contract

+1-617-553-4300  
don@lutk.us

Portfolio:  
[www.lutk.us](http://www.lutk.us)

### **Creative Leader, Manager, and Mentor**

Over 20 years of experience recruiting, hiring, developing, and coaching art directors, writers, designers, and production artists, as well as coaching individuals of diverse backgrounds in creative development best practices.

### **Copywriter, Art Director and Designer**

Highly skilled in working with clients to create business-first marketing communications design for online and print: Concepts, copywriting, visual design, photo art direction, and production.

### **Deeply Technical, Hands-On Contributor**

Consistent early adopter of advances in print and web technologies. Expert knowledge of web technologies, U.I. principles, design software and print production techniques. Master level skills in visual design, HTML and CSS.

### **Business-Focused Problem Solver**

Over 30 years of experience developing and leading the creation of innovative marketing communications: Strategy, brand identity, concept, writing, art direction, and design for web, print, direct response, and retail.

### **Process-Oriented Business Manager**

Extensive experience in discovering, developing and improving business-focused creative development processes.

August 2008  
to Present

#### **Owner / Lutkus Partners, LLC, Boston MA**

Primary creative strategist, writer, designer and producer. I work with marketing consultants, small businesses and corporate marketing clients to develop marketing communication strategies and associated deliverables; brand definition, corporate identity, websites, trade show materials, online and print advertising and collateral. Clients include Newell Rubbermaid Mimio division, Carbonite, SANS Institute, and Wildlife Acoustics.

May 2007 to  
August 2008

#### **Director, Creative Services / Constant Contact, Inc., Waltham MA**

Developed all in-house creative functions: Team mission, job descriptions, hiring, project management processes, annual team budget, client relations, and productivity tracking. Recruited and managed a team of 7; writers, designers, and production artists.

April 2004 to  
May 2007

#### **Creative Director / MathWorks, Inc., Natick MA**

Managed a team of six visual designers in the creation, communication, and implementation of all aspects of company visual design: Corporate identity, web sites, print collateral, direct mail, and trade shows.

1988 to 2004

#### **Creative Director / Bose Corporation, Framingham MA**

##### 1999-2004 **Group Creative Director**

Managed creative teams and lead creative development for all marketing communications pertaining to the company's home entertainment and professional audio products and recruitment; national advertising (including all CEO-requested advertising), collateral, trade shows and reseller sales tools.

##### 1995-1999 **Online Creative Director, bose.com**

Lead the architecture, visual design, content creation, and development processes for first two generations of the Bose web site. Created a dedicated ten person web creative team: Developed position descriptions, hired and managed all staff including designers, writers and production artists.

##### 1992-1995 **Manager, Art Direction Services**

Provided senior-level art direction on mission-critical projects. Managed staff of six art directors in the development of all marketing communications materials for all Bose divisions; Home Audio, Professional Products, Bose Retail Stores, Reseller Sales, Automotive Audio, and the Noise Reduction Technology Group.

##### 1988-1992 **Senior Art Director**

Assigned to senior creative team to develop national advertising, retail POP and collateral materials for all Bose divisions.

1984 to 1988

#### **Senior Art Director / Scandinavian Design, Natick MA**

Responsible for developing concepts, art direction, graphic design, print buying and production for this ninety store home furnishings chain; newspaper RoP, inserts, in-store POP, and direct mail. Supervised staff of four designers and a typesetter.

1983 to 1984

#### **Art Director / Robinson Associates Advertising, Boston MA**

Dunkin' Donuts print account: In-store promotions, newspaper advertising and franchise marketing materials.

1981 to 1983

#### **Assistant Art Director / Arnold Advertising, Boston MA**

**Education:** 1980 graduate: Lesley University College of Art and Design (formerly The Art Institute of Boston), Cambridge MA