

Career details and portfolio:
DonLutkus.com

Don Lutkus
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Business-Focused Creative Director

Over 25 years of experience developing and leading the creation of innovative communication strategies, creative concepts, writing, art direction, and design: Web, advertising, direct response, collateral, and retail.

Leader, Manager, and Mentor

More than 15 years of experience recruiting, hiring, developing, and inspiring art directors, writers, designers, and production artists, as well as coaching individuals of diverse backgrounds in creative development best practices.

Process-Oriented Business Manager

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

Experienced and Passionate Art Director and Designer

Highly skilled in working with clients and writers to create effective communication design for web and print: Concepts, visual design, photo art direction, and production.

Highly Technical

Consistent early adopter of advances in print and web creation technologies. Expert knowledge of all design software and web design technologies: Quark XPress, InDesign, Illustrator, Photoshop, Dreamweaver, HTML, and CSS.

- May '07-Present **Director, Creative Services** Constant Contact, Inc., Waltham, MA
 Brought in to start in-house creative function; brand definition, team mission, hiring, process development, budget development/management, and metrics.
- April '03-Present **Don Lutkus Creative Services**, Boston MA
 Communication design and consultation for diverse clients including: Adaptive Environments, Guidance Mortgage, Wilson Marino & Bonnevie, DataBased, Sencorp, and Hoveround.
- April '04-May '07 **Creative Director** The MathWorks, Inc., Natick, MA
 Manage a team of six visual designers in the creation, communication, and implementation of all aspects of corporate visual design; corporate identity, web sites, print collateral, direct mail, and trade shows.
- 1988-2003 **Creative Director** Bose Corporation, Framingham MA

 - 2002-2003 **Group Creative Director, Home Entertainment Division**
 Managed creative teams and lead creative development for all marketing communications pertaining to the company's home entertainment audio products; national advertising, collateral, multimedia-based re-seller sales tools.
 - 1999-2002 **Group Creative Director, Corporate, Recruitment, Professional Products, and Aviation Headset Group**
 Managed creative team, developed creative strategies, and lead creative development for all Corporate (including all CEO-requested advertising), Recruitment, Aviation Headset, and Professional Products business-to-business.
 - 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, Re-seller 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.
- 1984-1988 **Senior Art Director** Scandinavian Design Home Furnishings, 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.
- 1983-1984 **Art Director** Robinson Associates Advertising, Boston MA
 Dunkin' Donuts print account: In-store promotions, newspaper advertising and franchise marketing materials.
- 1981-1983 **Assistant Art Director** Schneider Parker Jakuc Advertising, Boston MA
- Education:**

 - 1980 Graduate: The Art Institute of Boston at Lesley University, Boston MA
 - Trained in Total Quality and SCRUM techniques and best practices