

lukedavais.design
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LUKE DAVAIS

BRANDING ■ ACTIVATION ■ FABRICATION ■ CONTENT CREATION

REF.

Robert Waddilove

Todd Landaker

Kerry Kessler

Global CD
oliver agency

Group CD
Reckitt

Dir. Retail Marketing
adidas

EXP.

OLIVER agency + Reckitt
Associate Creative Director
9/23-current

OLIVER agency + adidas
SR. Design Lead Omni channel
11/20-9/23

Creative oversight and lead of creative team for campaign creation across all VMS brands. Proof of concept storyboards for full funnel production of TV/OLV placements, social strategy and photo/video content capture for 360 storytelling in partnership with legal teams.

Creative oversight and lead of designers for brand adaptation and campaign creation across all markets. Originating print and fixture design in custom retail takeovers for NAM footwear flagship stores. Close partnership with vendors from concept to execution.

- Concept KV direction
- Buyer/partner Sizzle video kits
- Photo/Video direction

- Toolkit adaptation + Creation
- Mass asset production
- Custom 3D retail build out + PR kits

happylucky
Designer
01/18-03/20

Flightdeck
Production Designer
12/16-01/18

Close involvement with ACD and design leads to bolster creative concepts and collaborate with producers to bring design to life. Experienced first hand direction in print, web, social, activation, photo/video and custom fabrication for hyper unique experiences across all touchpoints.

Created with direction of design leads to extend assets to multiple platforms. Expanded on toolkits to meet client needs by building custom displays, campaign adaptations, and original designs for retail in footwear to support and fortify large-scale brand stories.

- Lots of travel, lots of install
- Live event/influencer direction
- Original print/packaging/retail

- Mass asset production
- Original design presentations
- Cohesive print, digital, social design

WHAT I'VE DONE

WHAT I WANT TO DO

adidas ■ reebok ■ nike ■ pac sun
golf le fleur ■ dsg ■ gx1000 ■ banfield
snap ■ wanderlust ■ nba ■ converse
red bull ■ lulu ■ dc comics ■ finishline
zappos ■ star wars ■ footlocker

coffee ■ beer ■ hotels ■ restaurants
non-profits ■ environmental ed
cars ■ industrial ■ tools ■ teams
events ■ real estate ■ parks
small biz ■ community health

