

LUKE DAAB

Senior Art Director, Multi-Creative

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“Take what you’ve got
and fly with it.”

–Jim Henson

SUMMARY

I bring businesses and products to life using an arsenal of creative talents. I trained in graphic design, but am an accomplished illustrator, singer, song-writer, and voice performer. My goal is to create experiences that celebrate the best of our human experience. I believe that doing business can be fun, and that laughter and imagination are keys to connection.

EXPERIENCE

Senior Art Director of digital content, CREATA

August 2010 - Present

I have worked at Creata for nearly eight years. When I began, my chief task was to create artwork for the *McDonald's Happy Meal* virtual world, *McWorld*. As the desktop experience dwindled and was replaced by mobile interaction my team reinvented the *Happy Meal* digital experience with *McPlay*, the Happy Meal App. For each Happy Meal promotion we created unique games, their artwork, interface, and sound effects, to coincide with the new license.

In addition to my work on Happy Meals, I have participated in the development of the retail toy lines, *Monster 500* and the Target exclusive toy line for the original *Netflix* series, *Beat Bugs*. I have created artwork for comic books, composed music for online experiences, compiled audio tracks for animated shorts, drawn storyboards, performed as a voice artist for online tutorials, designed style guide elements for animated shows, in addition to more traditional design tasks like designing logos, brand systems, sell sheets, and more.

Owner, Chief Creative, DAAB CREATIVE

February 2007 - Present

As the owner and Chief Creative of *Daab Creative*, I draw on my skills as a multi-creative to deliver beautiful, playful, and engaging experiences for my clients. Services offered: Graphic Design (print and web), Illustration, Art Direction, Creative Consultation, Copy Writing, Voice Over, and more. Over the past five years, *Daab Creative* has become the home base for my personal comic book artwork which I sell at conventions and as commissions through my website.

Senior Designer, SPIRE 2 COMMUNICATIONS

2005 - 2006

At Spire2 Communications, I created websites, e-mail newsletters, logos, brochures, print advertising under the direction of owner, Jeff James.

Graphic Designer, TYNDALE HOUSE PUBLISHERS

2000 - 2006

I began my time at Tyndale as an Electronic Design Assistant. (Read pre-press technician) This involved taking the files created by the team designers, and preparing them for press. After cutting my teeth here, I became a Graphic Designer of book covers and interiors. This involved working under the direction of my Art Director and alongside the team of Acquisitions Editors (and sometimes with the author) to create the best possible design for each book. Book covers required excellent skills in photo manipulation, layout, typography, as well as the ability to work with Photographers and Illustrators when necessary.

Puppeteer, O'NEIL PUPPETRY CONFERENCE

Summer, 1998

I often wonder whether I should include this “job”, but I feel like it presents a more complete picture of who I am. I spent a summer lending a “hand” to featured artists at the O’Neil Puppetry Conference. I performed alongside puppet builder Ron Binion. Highlights of the experience include meeting the front half of Snuffalupagus, and Grungetta the Grouch (Oscar’s girlfriend) and the wonderful Jane Henson.

EDUCATION

UNIVERSITY OF MICHIGAN

BFA, Graphic Design, 1996 - 2000

SKILLS

Graphic Design, Illustration, Storyboarding, Singing, Songwriting, Performing, Voice acting, Writing, Presenting

SOFTWARE

I am proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, and PowerPoint. I have experience in Adobe Dreamweaver, Microsoft Word, Excel, and Adobe Premiere.

INTERESTS

I am an avid comic book collector and have a robust action figure collection adorning my office. I love reading, watching movies, bingeing a Netflix series, theater, dance, and comedy. I love nature and am revived by getting outside to someplace quiet as long as it doesn't have snakes, sharks, or bears. My favorite movie is *Star Wars*, my favorite book is *The Lord Of The Rings*, and my favorite superhero is Aquaman.

“I think the most
productive thing to do
during times of change
is to be your best self,
not the best version of
someone else.”

-Seth Godin