



Yvette Lucker • Boston, MA • 617-875-4234 • ylucker@yahoo.com

**Portfolio Link:** [www.creativehotlist.com/ylucker](http://www.creativehotlist.com/ylucker)

## FREELANCE WORK EXPERIENCE

**99 DESIGN:** Freelance Senior Graphic Designer/Art Director  
Graphic Design, Advertising and Marketing experience.  
Boston, MA • New York, NY • San Francisco, CA 1999-Present

**Responsibilities:** Branding, developing campaign strategy, conceptual thinking and design, collaborating with creative teams, strong communication skills and client presentations, increasing department efficiency, managing detail oriented projects, adhering to tight deadlines, creating and overseeing budgets, hiring and managing vendors, directing photoshoots and supervising print press runs.

**Projects:** Branding, campaigns, corporate identity, conference signage, logos, posters, brochures, ads, new business kits, catalogs and email marketing.

### Clients:

- Hasbro
- New Balance Shoes
- Timberland Apparel
- Turfer Sportswear
- Oracle Software
- Blue Cross & Blue Shield
- Nuance Healthcare
- The Boston Globe
- Staples
- Mullen Advertising
- Foote Cone & Belding Advertising
- Advertising Agency at Fidelity Investments
- Digitas Integrated Marketing
- Wilde Agency
- Teachtown Education
- Springboard Education
- Houghton Mifflin Publishing
- Wells Fargo Bank
- Pioneer Investments
- Commonwealth Financial
- MSPCA
- YMCA

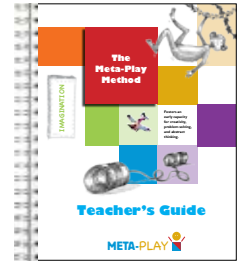
## FULL-TIME WORK EXPERIENCE

**ALOFT GROUP:** Senior Graphic Designer, Newburyport, MA 2008-2009  
Accounts: The North Face, Nuance Healthcare

**INGALLS ADVERTISING:** Art Director, Boston, MA 1997-1998  
Accounts: John Hancock, Raytheon, MDCConsult

**DIGITAS MARKETING:** Art Director, Boston, MA 1995-1997  
Accounts: AT&T, American Express

**OGILVY & MATHER ADVERTISING:** Art Director, NY, NY 1989-1994  
Accounts: AT&T, American Express, Seagrams



## Teachtown Meta-Play Logo, Brochure & Curriculum

The Meta-Play program starts with shapes and advances to more human-like objects for a play-based approach to fostering the development of imagination and gives young children, who are diagnosed with Autism Spectrum Disorder, the social and cognitive skills they need.

## AWARDS

### GEM Award

The American Marketing Association Award for Marketing Excellence.

### The Bell Ringer Award

The New England Publicity Award for Excellence in Communications and Public Relations.

## COMPUTER SKILLS

**Aobe CC:** InDesign/Photoshop/Illustrator/Acrobat

**MicroSoft Office:** Wndows/PowerPoint/Excel

## EDUCATION

### MASSACHUSETTS COLLEGE OF ART:

Boston, MA  
Graphic Design Certificate

### SCHOOL OF VISUAL ARTS:

New York, NY  
Advertising Design

### HOFSTRA UNIVERSITY:

New York, NY  
Bachelor in Marketing; Minor in Graphic Arts



### Oracle & Marvel Comics Iron Man Campaign

In 2008, Marvel Comics was growing from a midsize company to a powerhouse enterprise, and joined forces with Oracle to use all of their superpowered software. Oracle created 3 animated Iron Man episodes to tell the story.



**TeachTown Meta-Play Identity Logo, Brochure & Curriculum**

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**TeachTown Brand Identity Marketing Brochures**

Created new brand identity for Teach Towns marketing collateral that was fun, colorful and easy to follow. It was inspired by recognizable animated characters of Teach Towns products. Teach Towns curriculum addresses the academic, cognitive, and social/emotional challenges faced by students with developmental delays, intellectual disability (ID), and Autism Spectrum Disorder (ASD).



**BostonWorks/Boston Globe Media Kit**  
The concept was "BostonWorks Knows Boston Best". A pullout card on the front cover reveals words like BostonWorks, boston races, and boston quacks, while the back of the card is a photo montage of Boston's neighborhoods and special events.



**Hasbro 'KRE-O GI Joe' Instruction booklet**

Responsible for highly technical instruction guidelines for the creation of GI Joe KRE-O's. This project required detail-oriented precision of the building process of each single Kre-on piece to be assembled to create a fun GI Joe scenario.

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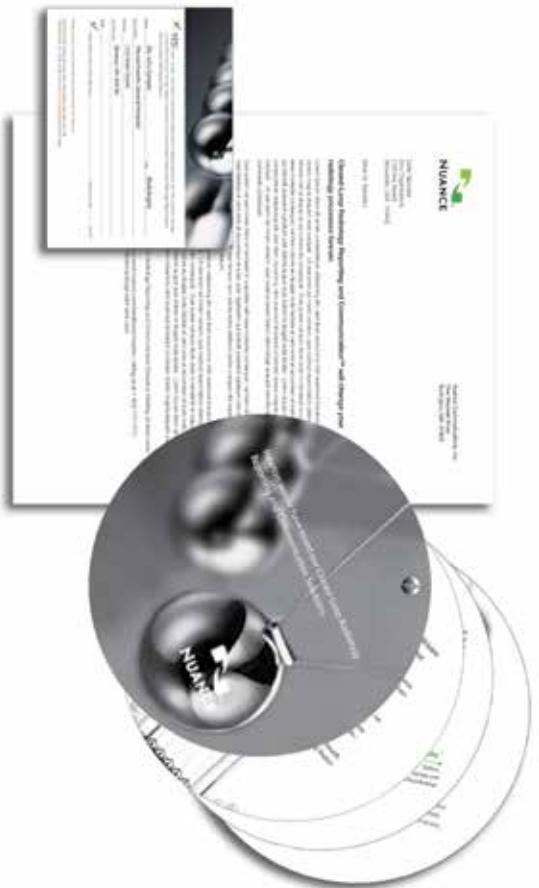
### Oracle Technology Network Advertisement

The ad recruits existing and new developers to join the 5.5 million member Technology Network at Oracle. The visual of the drop down menu shows all the great things you can get by joining.





**Oracle's 30th Anniversary Magazine**  
In 2007, Oracle celebrated their 30th Anniversary and 30 years of innovation. The cover and inside spread were designed with visuals in typography to capture each time period.



**Nuance Healthcare “Newton’s Cradle” Campaign**

The innovative Closed-Loop Radiology Reporting & Communications system has 5 solutions that all work together to create one solution that demonstrates momentum of energy. The campaign included a letter, brochure and a Newtons Cradle with the 5 solutions engraved on the 5 balls.



**Wells Fargo & United Way Community Support Campaign**  
The campaign theme was "Our History, Our Future". The use of a timeline with Wells Fargo photography dating back to the 1800s captured the history of volunteerism and community support by Wells Fargo employees.

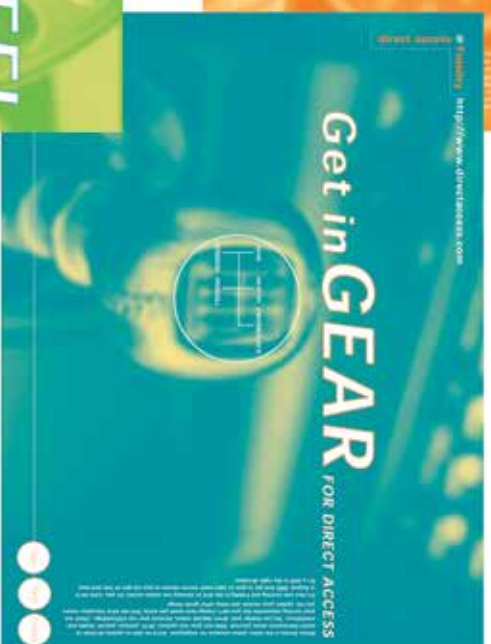


**Wells Fargo "Voice of the Team" Campaign**  
 The campaign was created to hear the voices of all Wells Fargo employees through an online survey.



**Custom Tailored Manufacturing New Business Kit**  
The innovative company needed a brand new look for an outdated image. Using high quality paper and futuristic imagery, made them look technologically advanced.





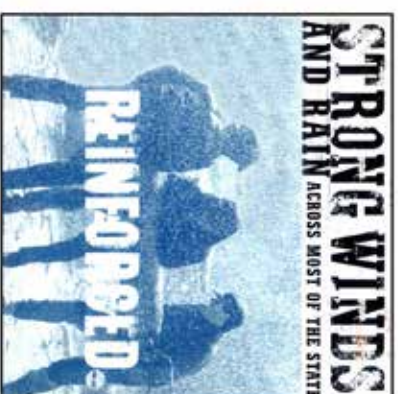
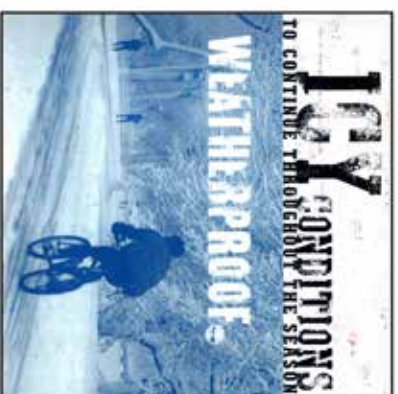
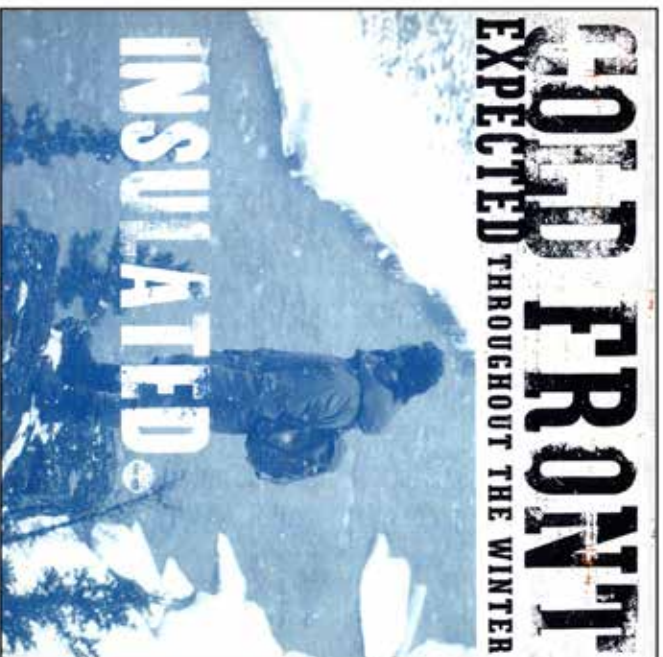
### Fidelity Investments Campaign Posters

The posters were created to "Rev Up" employees to easily access and update their personal information on Fidelity's new employee website.





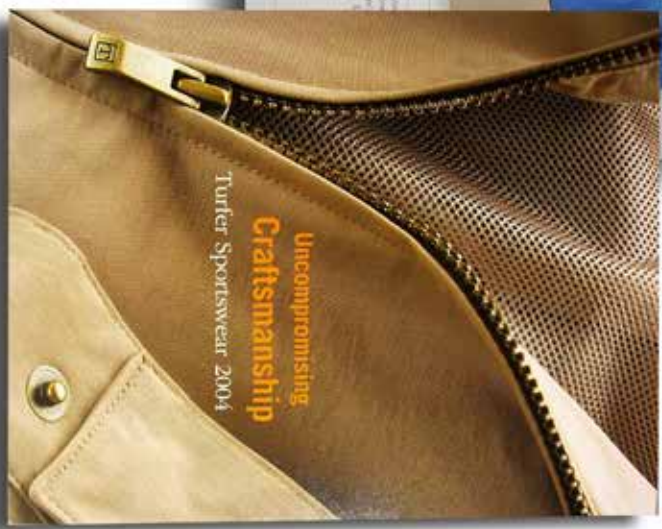
**Fidelity Investments "Driving Your Business" Campaign**  
 Collateral for a Fidelity executive conference. The theme was "driving your business" and included signage, luggage tag, schedule, speaker inserts, and forum folder. Remote control race cars were sent out with the invites.



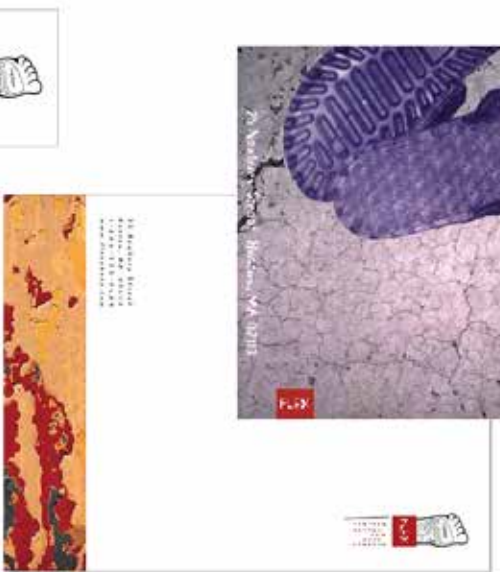
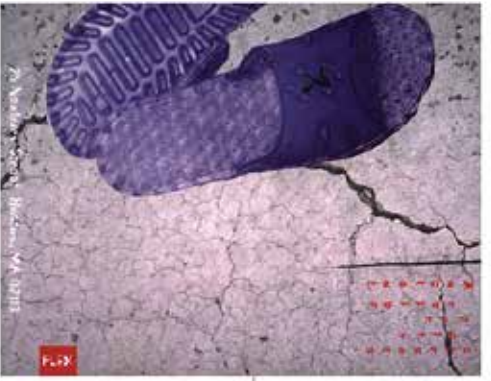
**Timberland In-Store Signage**

The 3 month winter series signage needed to show the features of Timberland garments and stay within the active/outdoor feel.



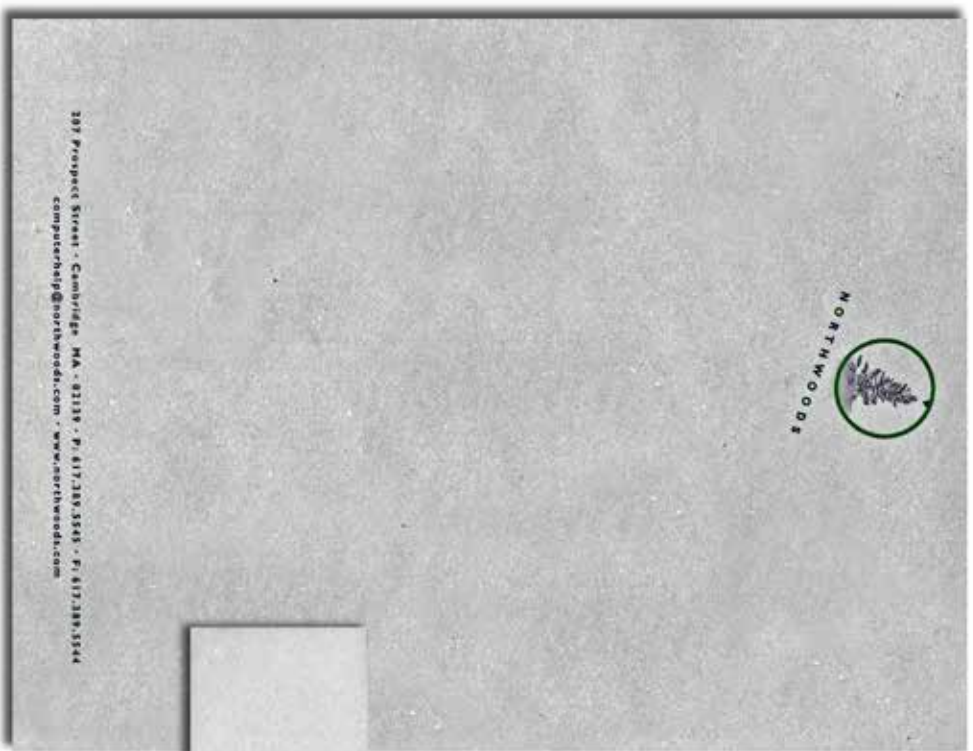


**Turfex Sportswear Catalog**  
The catalog needed a brand new look and feel in order to compete in the marketplace. Higher quality paper and rich, outdoor-sexy photography were used to show the features of the clothing.

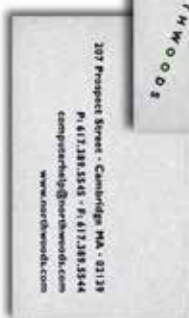


**Flex Shoe Company Identity & Packaging**

The look and feel of the identity and packaging was based on ancient reflexology for urban lifestyles. Tagline: "Ancient relief for city streets".



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### Northwoods Identity

An Identity for a small computer company located in the woods of northern New Hampshire. It was created to help suburban home and small business owners solve their computer issues. The client wanted a identity with an outdoorsy feel while the organic metallic paper gave it a techy feel.

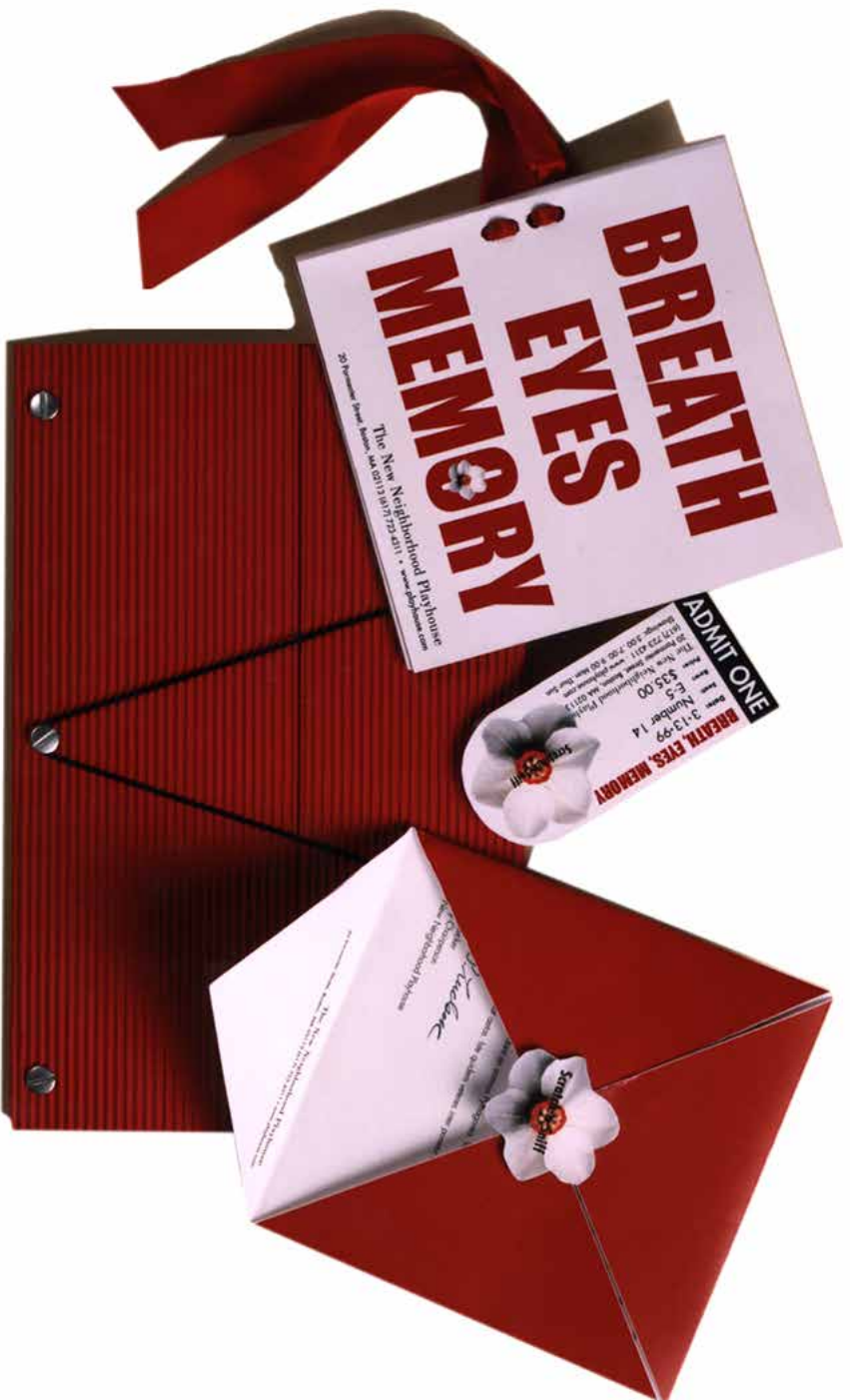


The screenshot shows the Etsy shop page for 'finalgirlsigns'. At the top, there is a navigation bar with categories: Jewelry & Accessories, Clothing & Shoes, Home & Living, Wedding & Party, Toys & Entertainment, Art & Collectibles, Craft Supplies & Tools, and Vintage. A search bar is located on the left, and a 'Sell on Etsy' section with 'Register' and 'Sign In' buttons is on the right. The main content area features a large black banner with the text 'FINAL GIRL DESIGNS' in white and red, and 'VINTAGE VAULT' in white. Below the banner, the shop name 'finalgirlsigns' is displayed, along with the address 'Final Girl Designs Jewelry, Winthrop, Massachusetts (2610)', a 5-star rating, and the text 'Favorite shop (1402)'. Social media sharing buttons for Facebook, Save, and Tweet are present. At the bottom, the 'SHOP OWNER' section identifies 'Jenifer Mccarthy' with a contact button.



### Final Girl Designs Identity

Final Girl Designs is a jewelry design business selling handmade, unique and specialized jewelry. The logo represents the "horror" themed style like skull and ghostly charm bracelets. A Banner was created for her Etsy commerce site and Facebook page.



**Scratch-n-sniff Theatre Mailing**  
The scratch-n-sniff idea supported the play, which was based on scents to evoke past memories. The red ribbon on the program booklet represented a woman's journey back to her home to confront childhood memories.