



DESIGNER & ART DIRECTOR

CONTACT

LUCASHARMON.WORK

| LUCASHARMONILLUSTRATIONS@GMAIL.COM

| 919-830-4264

PROFILE

Art Director and Designer creating integrated campaigns across brand, social, motion, OOH and experiential. Driven, hands-on and always ready to take an idea from first concept through final execution.

EXPERIENCE

ART DIRECTOR - TATTOO PROJECTS

NOV. 2023 - PRESENT

CHARLOTTE, NC

Work with Creative Directors, designers and production teams to develop campaigns for clients including Speedway Motorsports, Carolina Panthers, Highline Warren and Jordan Brand. Take projects from early ideas through final execution across brand, social, motion, OOH and experiential. Projects have included work across 80+ locations and campaigns reaching 4M+ impressions.

GRAPHIC DESIGNER - TATTOO PROJECTS

MAY 2023 - NOV. 2023

CHARLOTTE, NC

Developed creative across social, digital, OOH, activations and brand design in a fast-paced agency environment. Selected for a three-month embedded assignment with the Carolina Panthers' internal creative team, working on-site three days per week to support fast-turn creative throughout the NFL season. Collaborated with agency and client teams to maintain brand consistency across campaign touchpoints.

DESIGN & ART DIRECTION INTERN - TATTOO PROJECTS

OCT. 2022 - APRIL 2023

CHARLOTTE, NC

Worked alongside Art Directors and Senior Designers to develop creative across social, print and commercial projects. Contributed throughout the creative process from concept through execution and supported production and art-directed social shoots for brands including Flying Embers, Nufabrx and The Fallon Brand, with work extending across digital, social and print.

FREELANCE DESIGNER & ILLUSTRATOR

MAY 2020 - OCT. 2022

SAVANNAH, GA

Worked independently across design, illustration, apparel and digital projects for brands including The Hundreds and Half Evil. Created original graphics featured in The Hundreds' Winter 2022 collection, worked in the NFT space, and designed, marketed and sold my own prints and clothing.

SALES/PRODUCTION ASSOCIATE - NC STATE UNIVERSITY

JUNE 2016 - MAY 2017

RALEIGH, NC

Created custom graphics for NC State students, faculty and guests while maintaining established university brand standards. Designed production-ready artwork using Adobe Illustrator and Photoshop and operated DTG printing equipment to carry projects from design through final production.

EDUCATION

BFA, ILLUSTRATION - SAVANNAH COLLEGE OF ART & DESIGN

SEPT. 2017 - MAY 2021

SAVANNAH, GA

Studied Illustration with a concentration in Animated Illustration and Publication Design, with a focus on visual storytelling and design.

SKILLS

Art Direction
Campaign Development
Branding & Identity

Typography
Motion Design
OOH & Experiential

Social & Digital Design
Photo & Video Direction
Video Editing & Content Creation

TOOLKIT

DESIGN

Photoshop
Illustrator
InDesign

MOTION

After Effects
Premiere Pro

DIGITAL

Figma
Microsoft Office Suite