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**LUKE LARSON**

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**WORK EXPERIENCE**

10/2021 – 01/2024

**Product Designer, Place** — BELLINGHAM, WA

Led research & design for new & existing product features for various products that serviced real estate agent users: Brivity CRM, Marketer (Canva for real estate), Brivity Recruiter (job syndication product), and Brivity CMA. Working primarily in desktop & tablet screen sizes, with some mobile experience. Crafted polished, business goal-aligned, dev-ready designs and prototypes with or without (creating my own) PRDs, working closely with stakeholders, developers and product managers. Advocated for the needs of our users by communicating user feedback & organizing it within Product Board. Conducted user interviews and ethnographic studies. Developed, organized and managed a 10+ file design system (Brivity Design System) within Figma, Slack & Storybook. This design system serviced 5 web apps & 2 mobile apps. Onboarded new product designers. To name a few of the types of projects I had the pleasure of working on: AI Lead Nurture, AI Text Generation, New Design System Themes, Product Navigation, Reverse Prospecting, Mailer Automation, and User Onboarding. Contributed page designs to Brivity's product marketing site brivity.com as well as fully redesigning two other websites.

02 – 10/2021

**Marketing Director, Greene Realty Group** — OLYMPIA, WA

Head of the marketing department, led marketing direction for the brokerage and its 50 real estate agents. Organizational design for daily marketing operations using Notion. Oversight of entire marketing budget & marketing resource allocation. Development and execution of multi-channel marketing campaigns across email campaigns, social media posts (image & video), podcasts, blog posts and events. Agent marketing advisor/consultant/strategist. Hired & managed two interns & one full time graphic designer. Social media management for all of the brokerage's accounts. New agent onboarding. Producer of "Community Story" videos, aiding in production, out on location. Management of Microsoft Office 365 Admin Suite for the entire office. (*Note: Greene Realty Group has since become Olympic Sotheby's*)

03/2019 – 02/2021

**Art Director, Greene Realty Group** — OLYMPIA, WA

Creative direction and design of the Greene Realty rebrand (print & web, 1.5 year project). Including full redesign of greenerealty.com (+ongoing UI/UX/SEO refinements & audits for website), brokerage stationery, social media templates, brokerage & listing signage, market reports, CMAs, informational brochures and packets, and more. Art direction for agents' individual brands. Print & digital marketing media production for real estate listings. Production of agent marketing projects needed for their individual agent brands. Agent branding and/or rebranding including but not limited to logo, business card, sign rider, flyer template, email footer, email drip campaigns, CMA, social media templates, postcards, event banners and brochures, website rotators, news paper ads, web ads, etc. Production/ordering of all Greene Realty brand collateral.

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**SKILLS**

Product Design / Strategy	Branding / Brand Strategy	SEO / SEM
UX / UI	Logo / Icon Design	Campaign Design
Design Systems	Image Editing	Inbound Marketing
User Research	Motion Design	Budgeting

<b>SOFTWARE</b>	<p>Figma / XD / Sketch      Intercom      G Suite / Google Analytics  FigJam / Miro / Notion      Adobe Creative Cloud      Facebook Business  Product Board / Hotjar      Framer / Webflow      Microsoft Office Suite</p>
<b>EDUCATION</b>	<p>06/2018      <b>Bachelor of Arts in Design, <i>Western Washington University</i></b> — BELLINGHAM, WA  <b>Minor in S.T.E.A.M., <i>Western Washington University</i></b> — BELLINGHAM, WA</p>
<b>OTHER</b>	<p>08-09/2017      <b>WWU Design Abroad 2017</b> — GERMANY &amp; SWITZERLAND  02/2015      <b>Eagle Scout, <i>Boy Scouts of America</i></b> — OLYMPIA, WA</p>