

# Luke Schuler

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## Creative Director | Graphic Design + Illustration

Luke Schuler is a Chicago-based Creative Director with over seven years of professional design experience. He has a strong track record of creating visually compelling marketing campaigns, contributing to significant business growth and building a large and loyal social media following. Specializing in illustration, product design, social media management, and a range of design software, Luke excels in delivering cohesive and impactful creative solutions, prioritizing hands-on involvement in artwork and design processes.

**Art Portfolio:** [lukospicturehouse.com](http://lukospicturehouse.com)

## Work Experience

### Associate Creative Director

Creepy Co. | 2017-2023

- Played a pivotal role as a longstanding team member, contributing significantly to the company's evolution into a multi-million dollar business with over 400,000 social media followers.
- Led all direct-to-consumer (D2C) and wholesale marketing design efforts for weekly product launches, sales, and public events:
  - Created advertising artwork for social feeds, website banners, and digital ads on platforms like Google and Facebook, collaborating closely with D2C teams to analyze and implement effective growth strategies.
  - Developed weekly email campaigns and automations in Klaviyo, cultivating a highly engaged and loyal email subscriber base.
  - Managed a proficient art team of designers, copywriters, and photographers, overseeing schedules and providing comprehensive feedback.
- Solely led the company's daily social media output:
  - Created and scheduled original content using Later, from product reveals to engaging community posts.
  - In the years I was involved, the company's social media following grew over 300,000 across all platforms.
- Collaborated closely with executive leadership to define and elevate the company's style, drive revenue growth, and ensure consistent branding and art direction across all channels. Provided consultation on major artistic decisions and possessed an indispensable knowledge of the brand.
- Designed original apparel and accessories for major licenses and was the creative lead on various major product launches.
- Contributed to the development of our rewards program in Yotpo, significantly enhancing repeat purchases and brand loyalty.
- Crafted compelling copy for various marketing materials, blogs, social media, and product listings.
- Conducted product and lifestyle photography sessions, edited them proficiently in Photoshop.
- Coordinated website design, from outlining the homepage layout to creating and maintaining product listings in Shopify.
- Implemented and maintained company-wide organizational tools like Trello and Miro, organizing marketing campaigns efficiently.
- Aligned product and marketing strategies with major licensors like John Carpenter's Halloween, The Evil Dead, Goosebumps, Texas Chainsaw Massacre, among others, ensuring optimal representation.
- Represented the company at major conventions nationwide, fostering valuable industry connections.

### Packaging Designer

Super7 | 2024-Present

- Fostered close collaboration with the company's creative team to finalize packaging artwork for their acclaimed toy lines.
- Developed original designs and refined existing ones to generate custom print-ready files for production.
- Collaborated with prominent officially licensed properties, ensuring strict adherence to their brand style guidelines.

## Freelance Artist + Animator

Various | 2015-Present

- Crossplay (2024) | Designed an original logo and brand style guide.
- Mode Mobile (2023) | Designed concepts for an original mascot character for a digital product launch.
- Jenzy (2017) | Wrote, designed, and animated a 1 minute introductory commercial.
- The Laugh Factory (2016) | Designed logo and poster for monthly comedy show & podcast.
- Chive on Chicago (2015) | Designed posters for a series of comedy events.
  
- Exhibits at major conventions across the country selling original comics and artwork.
- Spoke at an alumni panel for Columbia College Chicago's illustration department.
- Was a featured artist in Emerald City Comic Con's 2019 "Monsters & Dames" art book.
- Writes, draws, and self-publishes his original comic series "Boss Nostalgic 64."

## Additional Experience

- Quality Control Analyst + Marketing Designer (2014-2017) | Marcom Technologies Inc.
- Sales Associate (2013-2014) | Designer Shoe Warehouse
- Camp Counselor (2011-2013) | Dundee Town Park District
- Photographer (2007-2009) | PMI Photography

## Education

Columbia College Chicago | Chicago, IL  
Major in Traditional Animation | Concentration in Film & Video

## Skills

- Illustration
- Marketing Design
- Social Media Management
- Product + Packaging Design
- Website Design
- Copywriting
- Photography
- Animation
- Character Design
- Logos + Brand Development

## Software

- Adobe Photoshop
- Adobe Illustrator
- InDesign
- After Effects
- Flash
- Google Docs + Drive
- Microsoft Office Suite
- Shopify
- Klaviyo
- Canva