



graphic design
art direction

¹Press links available on request

Phone
612 598 8755

Design Website
www.jakeluck.com

Email
luck.jake@gmail.com

Instagram
@jake._.luck
@isolated._.graphics

Phone
612 598 8755

Education

Bachelor of Fine Arts
University of Minnesota, 2004
Graphic Design

AAS Graphic Design
MCTC, 2009
Web and Interactive Media

Skills

Graphic Design
Adobe Creative Suite/Cloud
Web Design and Development
Photography
Motion Graphics

Public Relations
Press Campaigns
Social Media

ART DIRECTOR **Meal Magazine, 2019 – Present**

As Art Director of Meal Magazine, I am tasked with developing the look and feel of this nationally distributed publication from scratch. In addition to coordinating designers, illustrators and photographers, I also oversee the layout of the entire magazine.

ART DIRECTOR, LEAD DESIGNER **Two Bettys Green Clean, 2018 – Present**

As Lead Designer at Two Betty's Green Clean, I'm tasked with producing marketing materials for this green cleaning service with a remarkably high design standard. Deliverables include print advertising, product packaging and digital content.

LAYOUT EDITOR **City Pages, 2018–19**

As Layout Editor of City Pages, I was tasked with maintaining City Pages look throughout the entire weekly publication. Jobs included layout of all stories, managing photography and preparing for print.

ART DIRECTOR, LEAD DESIGNER **Pyramid Festival, 2017**

As lead designer of Pyramid Festival, an Avant–Garde music festival in La Grande Motte, France, I was tasked with conceptualizing and executing a complete visual identity for the festival, including a standards manual, logos, posters and apparel.

LEAD DESIGNER **The Office of Modern Composition, 2017–19**

The OMC is a writing resource developed by faculty at the School of the Art Institute of Chicago. As lead designer, I was tasked with creating 50 years of faux ephemera for this organization started in 2017. Pieces included fake posters, fliers, buttons, books and pamphlets stylized to the tastes of every decade from the 1950s through today.

I was additionally tasked with the design and development of the OMC website.

LEAD DESIGNER **Tradewater, LLC, 2016 – 2019**

At Tradewater, LLC, I was tasked with branding the many sub-businesses of this Chicago–based environmental organization. As lead designer, I make all of their internal reports, pitch decks, presentations and assets, in addition to designing and building their many websites.

J a k e L u c k

DISTINGUISHED ACCOMPLISHMENTS IN THE ARTS

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PERFORMANCE

Performances at
major music festivals like:

**Coachella, Bonaroo
+ Sasquatch**

Performances on
late night shows like:

Late Night with Jimmy Fallon

Residency at
Funkhaus, Berlin in a
collaboration with
major artists
including
The National,
Bon Iver,
Mouse on Mars
+ many more

My compositions have appeared in
ads for major corporations like **Oscar
Mayer + Silk** and on **NPR** programs
like **This American Life** (WBEZ),
On The Media (WNYC) and
Note to Self (WNYC).

PR COORDINATOR, **Adam Green's Aladdin**

I conceptualized and participated in a press campaign for the release of **Adam Green's Aladdin**, an independent art film directed by **Adam Green (The Moldy Peaches)** starring Alia Shawkat, Macaulay Culkin and Natasha Lyonne. The campaign featured art installations at the **Beyeler Foundation Museum** in Basel, Switzerland and **The Hole** in NYC, opening events in New York and LA sponsored by **Nylon** and a film and music tour through the US, Europe and Latin America. The campaign saw extensive coverage from major publications around the world.

CURATOR, **Red Bull Sound Select**

Just a handful of taste-makers from around the world are selected to curate **Red Bull Sound Select**, a high-budget series of music-centered cultural events. Other curators include Afropunk, Sub Pop and Brooklyn Vegan. Curation includes creative license to conceptualize and plan events from start to finish, including artist selection, art direction and PR.

OWNER | CREATIVE DIRECTOR **Totally Gross National Product**

As owner and Creative Director of record label **Totally Gross National Product**, I have overseen the growth of TGNP from a basement label to a trend setter with an international following. TGNP content has premiered in **Pitchfork, NME, Rolling Stone, NPR, Vice, Time Magazine, Nylon, The Fader**, and many others. TGNP artists have been featured and reviewed everywhere from the **BBC** to the **New York Times** to the **Huffington Post**; they have performed on late night talk shows like **Letterman, Colbert** and **Kimmel**, and have played festivals like **Coachella, Glastonbury, Leeds** and many more.

OWNER | CURATOR **Yeti Records and Art Gallery**

Named "Best Record Store in the Twin Cities" (2012) by City Pages, MSP Magazine and others, Yeti Records was one of the finest sources of collectable vinyl in the Twin Cities and served as a hub of the South Minneapolis underground art scene. In 2012, the Yeti Records Mobile opened, believed by many to be the first traveling record-store-on-wheels in the United States.