

LUKE HALVORSEN

DESIGNER

VISUAL STORYTELLER

BRAND STEWARD

SUMMARY

As an ambitious brand steward with four seasons of professional sports experience, I am committed to growing brands by providing creative solutions through innovative art direction, while executing static, motion, and environmental design work.

CAREER-DEFINING PROJECTS

Core Court Redesign

New Orleans Pelicans

Inaugural City Edition Court Design

New Orleans Pelicans

2024 All-star Campaign Style Guidelines

New Orleans Pelicans

2023 Season Style Guidelines

New Orleans Saints

SKILLS

Adobe Photoshop	Art Direction
Adobe AfterEffects	Graphic Design
Adobe Illustrator	Visual Storytelling
Adobe InDesign	Problem Solving
Adobe Lightroom	Communication
Adobe Premiere Pro	Collaboration
Asana	Mentoring
Copy Writing	Self-Starting
Typography	Multitasking

EDUCATION

University of Wisconsin-Madison

Bachelor of Arts in Journalism and Mass Communication with a Strategic Communications emphasis

EXPERIENCE

NEW ORLEANS SAINTS & PELICANS

Graphic Designer, 2022-Current

Creates visuals that represent the culture, people, and teams of New Orleans through two unique brand voices. Collaborates effectively with creative team, internal clients, and vendors. Developed style guide and provided art direction for all creative used throughout the 2023 Saints season. Designed immersive NBA court, cultivating numerous community initiatives including the "Save The Coast" event with Coalition to Restore Coastal Louisiana. Created style guide and tool kit for the 2023-24 Pelicans All-Star Campaign. Participated in team growth from one designer to two full-time Designers, an Associate Designer, and a Design Director.

Creative Services Associate, 2022-2022

Supported design team to create a range of touch points, including social media, marketing, merch and print collateral.

LOS ANGELES KINGS

Freelance Graphic Designer, 2023-Current

A trusted resource to fulfill various creative needs including static/motion graphic templates and logo design. Effectively communicates with Project Manager and Design Manager to ensure all needs are met in a remote setting.

UNIVERSITY OF WISCONSIN FOOTBALL

Graphic Design Assistant, 2021-22

Assisted Senior Graphic Designer to design visual assets for social media, internal operations, and recruiting materials. Creative lead on multiple projects including the 2022 Reese's Senior Bowl and 2022 Pro Day apparel design.

LA CROSSE LOGGERS BASEBALL CLUB

Social Media Intern, 2021

Produced and executed all visual assets for the team's social media, printed material, and the stadium's video board. Wrote creative copy for social media posts and advertisements.

CONTACT ME

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