

Lucas Sterrett

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https://lucassterrett.com
https://themelody.io

Education

The Pennsylvania State University

Bachelors of Design in Graphic Design
Aug. '18 - May. '22 | Deans List

Skills

Adobe CC, Final Cut Pro, Logic Pro X, Blender, Unity, FL Studio, HTML, CSS, JS, Node.JS, Express.JS, React.JS, Electron.JS, UX/UI, Typography, Photography, Cinematography, Music Production, Film Production, Print Media, Consumer Service, Leadership, Brand Strategy and Development, Social Media Strategy, Environmental Design, Experience Design, VR/AR Development

Related Course Work

Thinking Creatively, History of Designed Landscapes, Science of Music, Digital Audio, Intro to Web Design, Typography I, Leisure/Human Behavior, History of Graphic Design, Programing for Web, Typography II, Design Photography, Experimental Design Processes and Methods, Practical Communications, Applied Experience Design, Visualizing Information, Applied Communications, Experiments and Research in VR

Awards

2021 Design for Life - Featured Designer
2021 UDA Int' Bronze Award - Systems Design
FLUX 2020 General Winner - UX/UI Design
FLUX 2020 General Winner - Identity Design

References

Steven Raft

sraft@matchmysound.com

COO & CFO of MatchMySound

Jai Dior Hawkins

jai.hawkins@sonymusic.com

Director of Sony Music U

Experience

Melody Mart Creative - Founder; Nashville, TN | Jul. '22 - Present

Manage client relations with artists, artist managers, business managers, and labels. Oversee project management and design for Morgan Evans, Joshua Ray Walker, Cash Money Records, Crush Management, Sony Music, and others. Ideate and develop creative concepts alongside major stakeholders. Apply creative concepts and branding across a variety of deliverables including merch, tour posters, album covers, motion graphics, ad mats, and more. Maintain project and company budgets, ensuring all assets are balanced.

MatchMySound - Graphic Designer; Nashville, TN | Oct. '23 - Jun. '24

Served as a liaison bridging the design team and business development, facilitating seamless communication and collaboration. Managed project coordination between the two teams, ensuring adherence to deadlines. Orchestrated project distribution among designers as necessary. Engaged in direct communication with C-level management to fulfill shareholder requests. Crafted sales decks for partner outreach and contributed to the onboarding process for B2B collaborations. Took ownership of web development and other external-facing branding outlets and assets.

MatchMySound - Marketing Designer; Nashville, TN | Oct. '22 - Oct. '23

Collaborated closely with the marketing department to create compelling visuals for marketing assets. Additionally, partnered with external companies, such as RSL, School of Rock, and Sheeran by Lowden Guitars, to contribute to the design elements of collaborative campaigns.

Sony Music - Creative Lead; State College, PA | Dec. '21 - Aug. '22

Lead both creative and content teams for SMU nationally. Monitor and execute omnichannel social campaigns across Instagram, TikTok, Twitter, and YouTube. Bridge the gap between departments and enforce quality control on 40+ creative requests monthly. Manage content collection from 50+ college reps and visual development. Brainstorm regularly for artists across (10) labels. Lead creative on campaigns such as: the SMU rebrand, Niko Moon's Tailgate Kit, "Marry Me?" Featuring Jenifer Lopez, #AmplifyBlack, Nate Smith, Georgia Webster, and "Love Letters with Zach Hood".

Sony Music U Rep; State College, PA | Feb. '21 - Aug. '22

Collaborate within student teams to develop and implement targeted marketing campaigns promoting Sony Music artists in college communities. Create deliverables to promote Lil Tjay, The White Stripes, Mike Posner and Arcade Fire. Lead team in developing campaign and activations for the Winnetka Bowling League and CAIN projects.

Penn State Design Association - President- University Park, PA |

May. '21 - May. '22

Vice President - May. '20 - May. '21 | Secretary - May. '19 - May. '20

Lead a team to help fulfill the goals of supporting student's professional design growth by raising money and promoting/executing planned events throughout the course of the school year with the main focus of bridging the gap between grade levels.

Apple Inc. - College Development Program; State College, PA |

Apr. '20 - Jan. '21

Consulted with a wide range of customers and employees on a daily basis to communicate technical issues emerging across a variety of products within the iOS, watchOS and tvOS ecosystems. Additionally, Developed multiple visual guides for different internal facing documents and a web based landing page for organizing resources across the team.