

# LUKE PADWE

---

Nashville, TN 97535 | 4803107801 | padwe.design@gmail.com

## SUMMARY

Creative **Graphic Designer & Brand Marketer** with **5+ years of experience** in **branding, digital marketing, and content creation**. Specializes in **mixed media, apparel graphics, animation, print design, and e-commerce marketing** for **streetwear, music, lifestyle, and American culture brands**. Proven track record in **developing brand identities, executing marketing strategies, and designing impactful visuals** across digital, print, and physical spaces.

## SKILLS

- **Branding and Identity**
- **Marketing and Digital Strategy**
- **Graphic and Motion Design**
- **Print and Production**
- **E-Commerce and Web**
- **Content Creation**
- **Event Design and Marketing**

## EXPERIENCE

**12/2024 to Current**

### **Business Development and Marketing**

#### **Happy Valley Plants — Cave Creek, AZ**

- Established impactful visual identity aligning with core brand values for effective communication.
- Performed data analysis to enhance strategic plans and boost outcomes.
- Crafted and delivered effective promotional assets through several distribution networks.
- Managed, designed, and executed email marketing campaigns using Mailchimp.
- Developed, supported, and enhanced online stores using Shopify.
- Executed strategies that enhanced brand awareness through innovative digital content.
- Executed strategic plans for Google advertising campaigns to optimize ROI.
- Strategically planned, designed, and executed trade show booths, and accompanying collateral materials, to enhance brand visibility and audience engagement.

**08/2023 to Current**

### **Junior Graphic Designer**

#### **Arizona Wholesale Growers — Phoenix, AZ**

- Produced video content and designed animations for marketing campaigns.
- Developed and implemented targeted campaigns across social media platforms and Mailchimp.

- Maintained and designed websites to ensure functionality, visual appeal, and user experience.
- Produced custom collateral including event-specific promotional materials.
- Produced custom-designed branding materials such as company stationery and promotional graphics.

**02/2022 to 09/2024    Digital Communication Assistant**

**Global Sport Institute - ASU — Tempe, AZ**

- Drove growth of online presence through strategic account management.
- Designed tailored promotional items to suit various needs.
- Developed impactful designs for large-scale events, ensuring visual uniformity.
- Designed and shared engaging communications to ensure outreach.
- Ensured professional communication with clients, teams, and stakeholders.
- Captured high-quality photographs at live panel events for promotional use.
- Collaborated with multiple organizations on complex, cross-functional projects.
- Presented creative concepts and strategies in client meetings to meet project objectives.
- Designed materials aligned with company branding guidelines for cohesive messaging.
- Created and published news articles and blog posts to enhance website content.

**01/2023 to 12/2023    Graphic Designer**

**Healthy Living With Arthritis - UofA — Tempe, AZ**

- Mastered communication in various unfamiliar areas.
- Created diverse creative assets for events and social media channels to boost brand visibility.
- Communicated design concepts effectively to clients without design backgrounds.
- Managed Mailchimp and Eventbrite platforms for seamless event communication and registration.
- Designed precise MRI scans and medical illustrations using Adobe Illustrator.
- Developed logos and branding for podcasts to establish a strong and recognizable identity.

**05/2023 to 08/2023    Graphic Design Intern**

**Arizona Wholesale Growers — Cave Creek, AZ**

- Developed event and trade show materials to enhance brand recognition.

- Enhanced social media presence through strategic content and interactive engagement.
- Developed and implemented successful social media campaigns to boost brand visibility.
- Performed image editing and correction to maintain visual consistency and quality.
- Crafted distinctive promotional signage designs for various campaigns.
- Introduced innovative concepts during client meetings to meet project objectives.
- Created visually compelling apparel and merchandise to strengthen brand recognition.
- Developed, maintained, and optimized websites for seamless functionality and user experience.
- Created video edits and produced animations for marketing campaigns.

## EDUCATION AND TRAINING

**05/2024**                      **Bachelor of Science:** Graphic Design  
**Arizona State University** — Tempe, AZ

- Graduated magna cum laude
- Lead of AIGA Web Team

**05/2021**                      **Minor:** Sales And Marketing Essentials  
**Arizona State University** — Tempe, AZ

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/luke-padwe/>
- [padwe.design](https://padwe.design)