

Katie Lukas // 2021

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Dear Hiring Manager,

I have had a career with many twists and turns, big hops and hard right turns. While that alone is not so unique, what I have been able to synthesize from that complex terrain is.

After a brief stint at early college, I began my working life in web design at the prime time to do so; around 1996, and at a terrific place to do it: an interactive team at a well-known ad agency in New York City. I climbed the design ladder, reaching Creative Director at a reputable healthcare ad agency under EURO RSCG before making the leap to starting my own business with my co-founder. For four-plus years we leaned in to startup life in NYC. We helped friends write business plans and strangers deliver investor presentations to angel funders. We built websites for big companies (Dow Jones) and tiny start-ups, many of which went the way of the internet bubble. After StickyData, another sixteen or so years at small agencies, mostly doing digital work and UX, but more recently exploding into customer experience, research, and insights.

What this has given me is both breadth and depth. I've been in the trenches across a broad spectrum of industries, corporate cycles, and a startling variety of types of work. I've built websites by hand (a long time ago, please don't ask to see me write React code) and made SQL calls, I've made broadcast advertising for brands as big as WebMD and Healthgrades, I've created identities and print collateral. I've written business plans from scratch and developed hard-nosed presentations about market segmentation, MROI, and strategic implications. I'm in the middle of an organizational design project for a major health system, while building national quantitative research programs for CPG and financial services. I can sit in the boardroom or on a barstool equally comfortably.

This is a lot of range and variety, so where's the direction? What I would love most is to find a position where I can channel all this experience in service of solving great big problems for interesting companies, collaborating with tons of smart people who are at the top of their game, in an organization that is deeply committed to diversity and equity.

If any of this sounds interesting to you, well, this is just the tip of the iceberg. I'd be delighted to show you samples of presentations, reports, and analyses or to talk shop about the ins and outs of customer experience or rigorous research, and I'd love to hear what your challenges and opportunities look like.

Regards,



Katie Lukas

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