

# LUKE DAVAIS

BRANDING ▪ ACTIVATION ▪ FABRICATION ▪ CONTENT CREATION

REF.

**Robert Waddilove**

**Todd Landaker**

**Kerry Kessler**

Global CD  
oliver agency  
at adidas

Group CD  
oliver agency  
at Reckitt

VP, Growth  
at Monks

EXP.

**OLIVER agency + accounts**  
Associate Creative Director  
9/23-current

**OLIVER agency + adidas**  
SR. Design Lead Omni channel  
11/20-9/23

Client partner, oversight and creative lead for campaign creation across all VMS brands at Reckitt. Creative lead and content creator for major beverage brands at Molson Coors for full scale campaigns, reactive social content, and full scale conference presentations.

Creative oversight and lead of designers for brand adaptation and campaign creation across all markets. Originating print and fixture design in custom retail takeovers for NAM footwear flagship stores. Close partnership with vendors from concept to execution.

- Concept KV direction
- Buyer/partner Sizzle video kits
- Photo/Video direction

- Toolkit adaptation + Creation
- Mass asset production
- Custom 3D retail build out + PR kits

**happylucky**  
Designer  
01/18-03/20

**Flightdeck**  
Production Designer  
12/16-01/18

Close involvement with ACD and design leads to bolster creative concepts and collaborate with producers to bring design to life. Experienced first hand direction in print, web, social, activation, photo/video and custom fabrication for hyper unique experiences across all touch-points.

Created with direction of design leads to extend assets to multiple platforms. Expanded on toolkits to meet client needs by building custom displays, campaign adaptations, and original designs for retail in footwear to support and fortify large-scale brand stories.

- Lots of travel, lots of install
- Live event/influencer direction
- Original print/packaging/retail

- Mass asset production
- Original design presentations
- Cohesive print, digital, social design

WHAT I'VE DONE

WHAT I WANT TO DO

adidas ▪ airborne ▪ nike ▪ pac sun  
coors ▪ dsg ▪ gx1000 ▪ banfield ▪  
snap ▪ wanderlust ▪ nba ▪ converse  
red bull ▪ lulu ▪ dc comics ▪ finishline  
zappos ▪ star wars ▪ footlocker

coffee ▪ beer ▪ hotels ▪ restaurants  
non-profits ▪ environmental ed  
cars ▪ industrial ▪ tools ▪ teams  
events ▪ real estate ▪ parks  
small biz ▪ community health

