

HI RE
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Ginetta North America
Brand Launch

Ginetta North America US Launch
Catalog, press release, spec
sheets, apparel design, tent and
other show assets.
www.ginettana.com

CD: Luke Dobie
Graphic Design: Luke Dobie
Photography: Josh Sweeney
Copy: Brooke Lawson Bond, Luke
Dobie

For more images please visit:
www.lukedobiedesigns.com

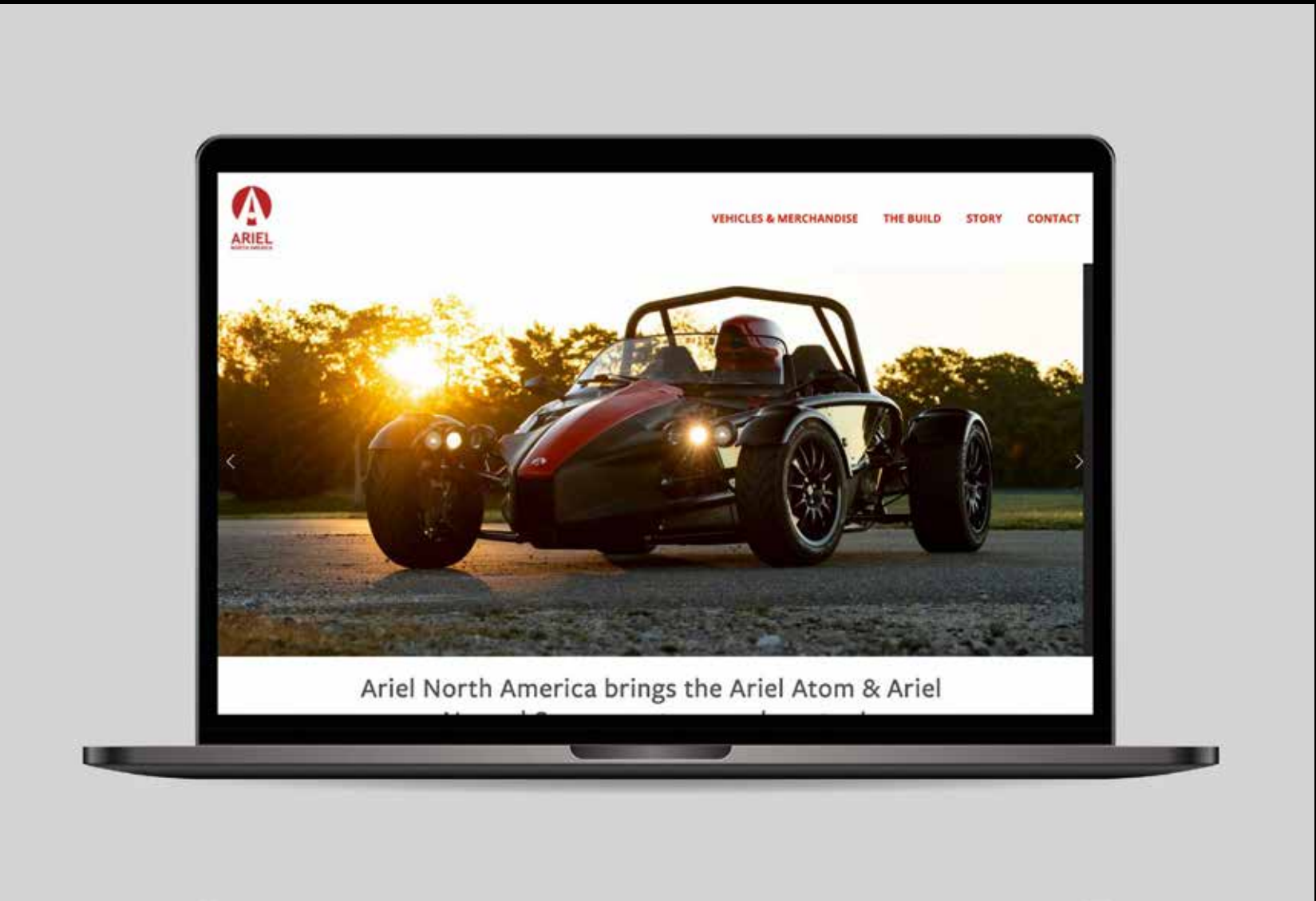


Ariel North America Brand Launch

Brand and logo design direction,
catalog, press release, spec
sheet, apparel and livery
design.
www.arielna.com

CD: Luke Dobie
Graphic Design: Luke Dobie
Photography: Josh Sweeney
Copy: Brooke Lawson Bond, Luke
Dobie, Baer Connard

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www.lukedobiedesigns.com



Hauler Hero WASTECON 2021 Brand Launch

Brand and logo design direction,
catalog, press release, spec
sheet, apparel and livery
design.
www.haulerhero.com

CD: Luke Dobie
Graphic Design: Luke Dobie
Photography: Josh Sweeney
Copy: Brooke Lawson Bond, Luke
Dobie, Baer Connard

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Air Chek Radon Test Kit Launch

Packaging, WalMart PoP Sidekick,
CVS digital ads / banners for
Google, Facebook and email, and
How-To video.

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Graphic Designer: Luke Dobie

Photography: Luke Dobie

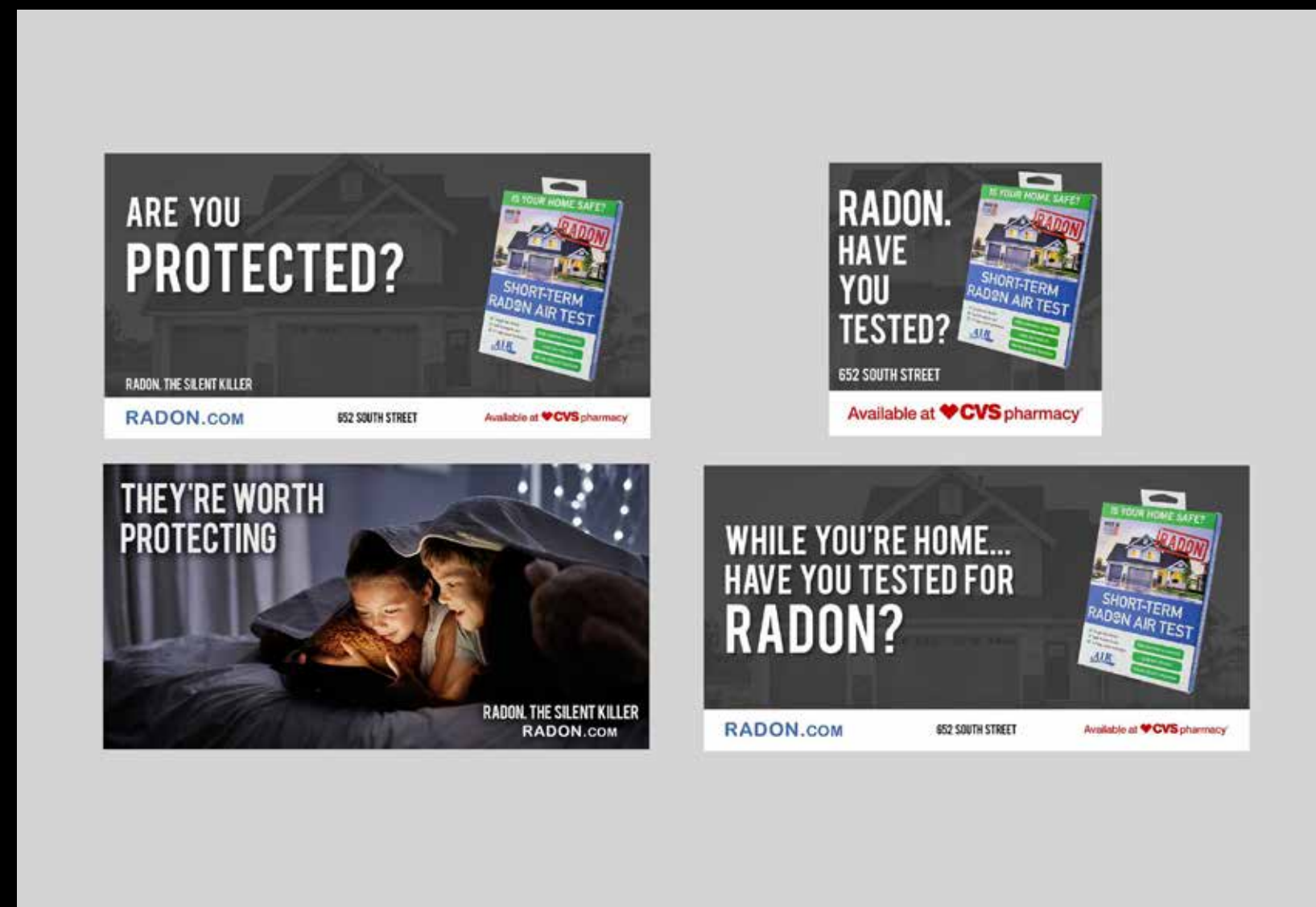
Production: WestRock

Video Production: New Sky
Productions

Copy: Air Chek Labs and
Spruce Marketing Department
collaboration.

Script: Luke Dobie, Matt Hendrix
Video Direction and visuals:
Luke Dobie, Matt Hendrix

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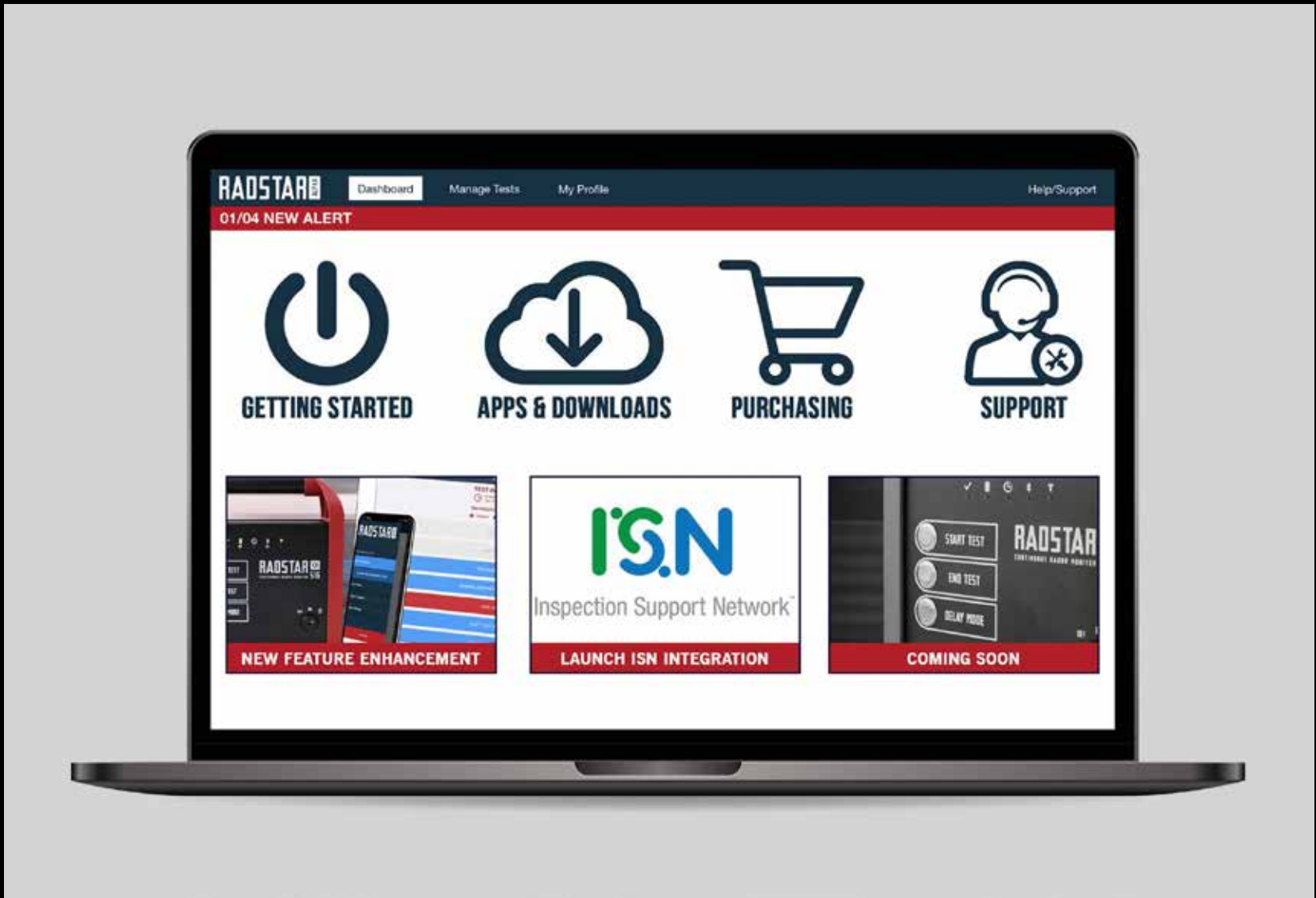
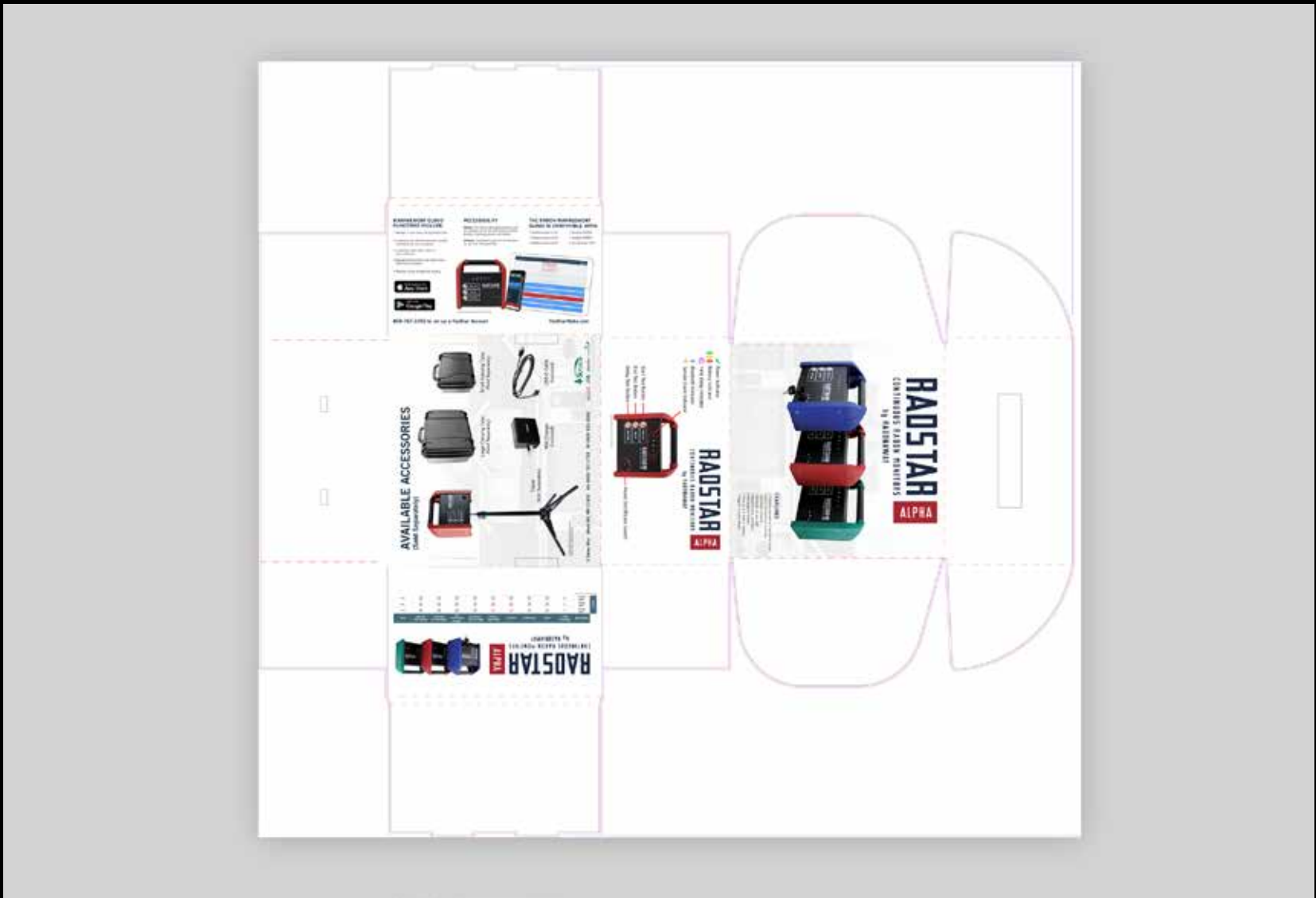


RadStar Alpha Product Launch

Full product launch, designs include packaging, printed start-up guide, product labels, trade show booth / assets, catalog spread, video instructions, web dashboard and digital web banners.

CD: Luke Dobie
Graphic Designer: Luke Dobie
Photography: Luke Dobie
Copy: Spruce Environmental Engineering and Marketing Department collaboration.

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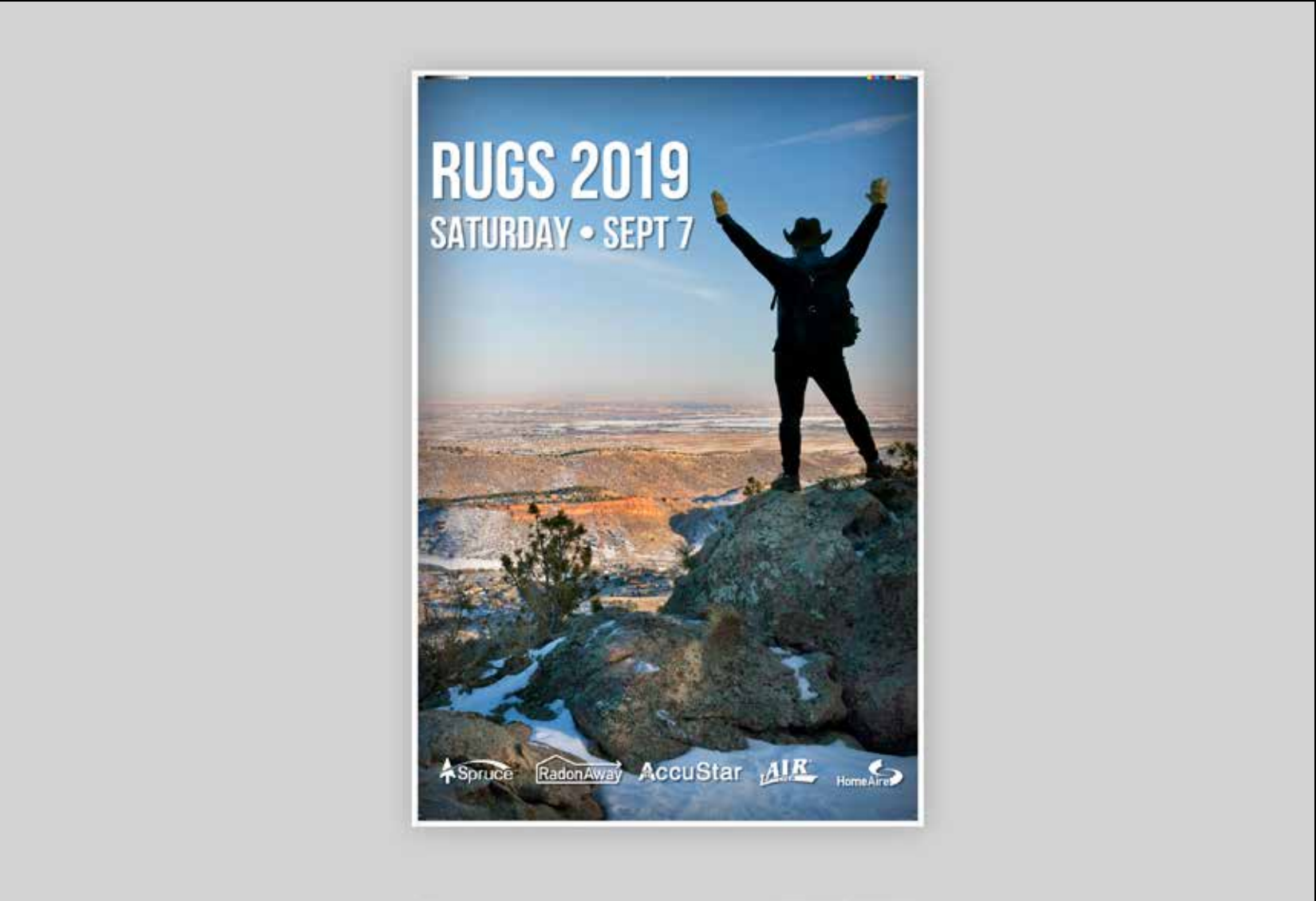


Spruce Environmental
AARST Tradeshow

Full trade show booth concept and design. To celebrate Spruce Environmental's 30th Anniversary a customer party and complete show "takeover" was designed. Assets designed included trade show backgrounds and podiums, print advertisements, digital web banners, VIP hang tags, lanyards and a tailgate "bar."

CD: Luke Dobie
Graphic Designer: Luke Dobie
Photography: Luke Dobie
Copy: Marketing Department collaboration

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Logo Studies

Various logo designs covering motorsports, local athletic teams, creative agencies, and logo businesses. All designs provided with style guides and are production ready.

CD: Luke Dobie

Graphic Designer: Luke Dobie

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Vector Illustration & Custom Branded Helmets

All custom branded helmets were designed from the ground up with vector illustration. Designs were completed from a creative brief supplied by the client, and then designed, and painted by hand adhering to the brand style guides.

CD: Luke Dobie

Graphic Designer: Luke Dobie

Painter: Luke Dobie

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Side Hustle

A bit of creativity. All designs are handed painted with a brush, and airbrush.

CD: Luke Dobie

Designer: Luke Dobie

Painter: Luke Dobie

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HIRE ME

Luke@BigTroubleCreative.com