

LUKEABC

Senior Creative

Contact	lukeabcstudio@gmail.com	Location	UK
Portfolio	lukeabc.com	Updated	2026

PROFILE

I make things. Concept, copy, art direction, strategy, and sometimes the whole thing from scratch. I've worked in ad agencies, creative studios and tech startups, collaborated with artists, researchers and academics, and written and art directed for brands like Nike, DAZN and Honda. I make my own work too. Lately that means creative direction, consulting, generative art, identity design, and whatever else I can't stop thinking about. I'm interested in the space where ideas, art, design and technology overlap.

SKILLS

Art Direction / Copywriting / Creative Direction / Concept / Brand Identity / Design / Tone of Voice / Campaign / Code / Illustration / Direction / Curation

EXPERIENCE

Year	Role	Place
2018-present	Senior Creative	Freelance
2017-2018	Senior Creative	Adjust Your Set
2016-2017	Midweight Creative	Rankin
2015	Midweight Creative	Lost Boys / DigitasLBi
2014	Midweight Creative	Blonde
2014	Junior Creative	Dentsu Aegis Network
2013	Junior Creative	STV Creative
2013	Placement	Grey London
2012	Placement	The Leith Agency

EDUCATION

Year	Qualification
2011-2012	MSc Creative Advertising, Edinburgh Napier University
2012	D&AD Graduate Academy, Google Campus London
2006-2011	BA (Hons) Marketing, Glasgow Caledonian University