

# CLINTON LUGERT

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1-612-205-0512

Minneapolis, but open to relocation



## CLiNTSPiRATiON

### SUMMARY

I am a Creative Director, a.k.a. the “Inspiration Machine.” My gig? Selling confidence: Boosting artists’ mojo to create masterpieces, hyping up companies to promote products loud and proud, and reassuring consumers they are choosing wisely. Maybe we could change the title to “Confidence Director” eh?

This odd job has taken me on a rollercoaster ride of global escapades and taught me all sorts of strange things: Like why an underwater microscopic cutting machine beats a laser, the proper way to photograph an Amish person breaking their own rules, how to secretly enrich a famished population with vitamins, or just how to make that chicken breading extra crispy. every. single. time. Go ahead, ask me anything.

Conceptual work is my forte. I dream up Worlds, think in themes, dance with brand archetypes and time-travel through cultural shifts. I get a charge presenting concepts that find the line through sociological insight, brand strategy and memorable art. When it all comes together, we’ve captured lightning in a bottle. I call it “Clintspiration” and trust me, it’s a totally real thing.

As a human, I’m an easy-going, intuitive, resourceful leader. I work well as both the leader and collaborator of a team and have learned how to keep creative departments engaged and efficient. I’ve always been fabulous with clients which ensures my presentation skills are clutch.

Skills: My visual chops run deep. From video editing, photography, illustration, cinematography and good old graphic design as well as a myriad of modern tools including A.I.. This is because I started my career at the end of the idea lifecycle in special FX, but quickly realized I belong at the beginning. So, I worked my way through design firms, directed teams at ad agencies, and led departments at branding shops – where it all begins.

Creatives should live an interesting life. We should seek to absorb as many inputs, perspectives and cultures as possible. For me, that’s travel, concerts, screen printing, wood working, cooking, scuba diving, VR, brewing beer, riding motorcycles, hosting pop-up drive-in movies, video games, racing and throwing costume parties. I was just working from Mexico for six months for this reason: To eat life whole.

After years in the game, I’ve learned it’s not about the brand you’re on or the city you’re in – it’s the people you’re on the ride with. They’re what make this job worth it. I’m ready to be one of those for your team.

## **WORK HISTORY**

Creative / Art Director  
Freelance  
Since 2016

Owner & Creative Director  
TROPE film + tv branding  
Since 1999

Group Creative Director  
LEE Branding

Associate Creative Director  
Campbell Mithun

Senior Designer  
VSA Partners

Art Director  
OLSON

Interactive Designer & Animator  
Pixel Farm

## **AWARDS:**

AdFed The Show, Effies, AIGA Design  
Awards, etc.

## **EDUCATION:**

Minneapolis College of Art & Design  
(M.C.A.D.)

Double Major: Filmmaking & Graphic Design  
Minor: Comic Illustration

## **CLIENTS:**

3M, Anytime Fitness, Arlo, Artcrank, Artspace, Baxter, Bayer, Best Buy, Bisquick, Boston Scientific, Bremer Bank, Capital One, Cargill, Cheerios, Citibank, CNN, Country Inns & Suites, DeWalt Tools, Dino's Gyros, Ecolab, Enki Brewery, ExxonMobil, Fifth Third Bank, FOX Networks, G.M.A.C., General Mills, Great Clips, IBM, Indian Motorcycle, Izze Soda, Key Bank, Kid Robot, KraftMaid, Land O' Lakes, Lifetime, LinkUp, Mack Truck, Macy's, Medtronic, Mercedes-Benz, Meural, Minnesota Film Board, Minnesota Lottery, Minnesota Lynx basketball, Mosaic, Naked Fruit Juice, NASCAR, National Geographic, Netgear, PBS, Phillips 66, Polaris, Popeyes, Porsche, Purina, Seresto, Siemens, Slumberland, Starwood Hotels, Surly, T-Mobile, Target, Tennant, Thomson Reuters, Twin Cities Film Fest, University of Minnesota, USBank, Walmart, Westlaw Next, WiHa Tools, Wüsthof, Zoetis

*P.S. I didn't design this to be beautiful because it's being read by robots. But I wanted to.*