



Luke Bruehlman, MBA

Product Marketing | Business Development | Creative Direction

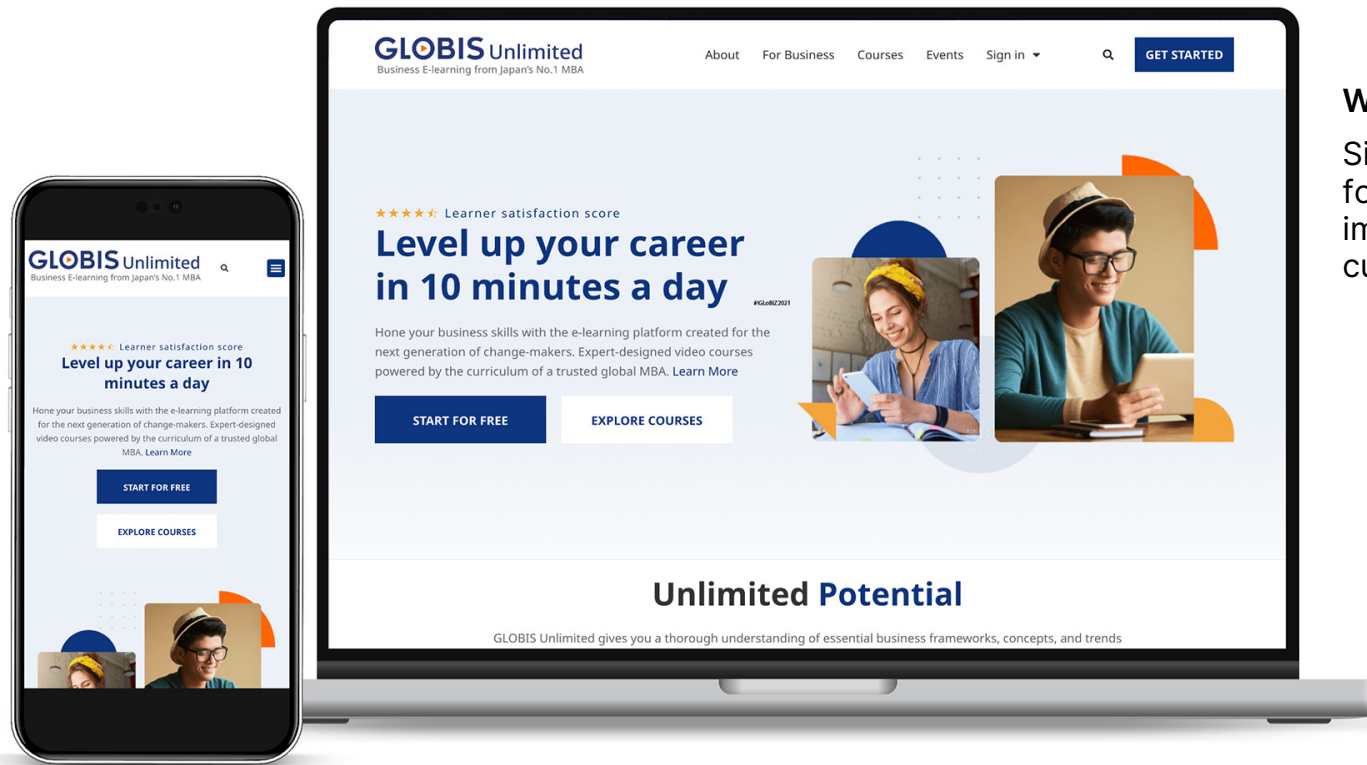
Creative Portfolio

Storytelling is at the heart of my work in marketing.

Whether creating media myself, or leading a team of creatives, my goal is to design for clarity, impact, and emotional resonance.

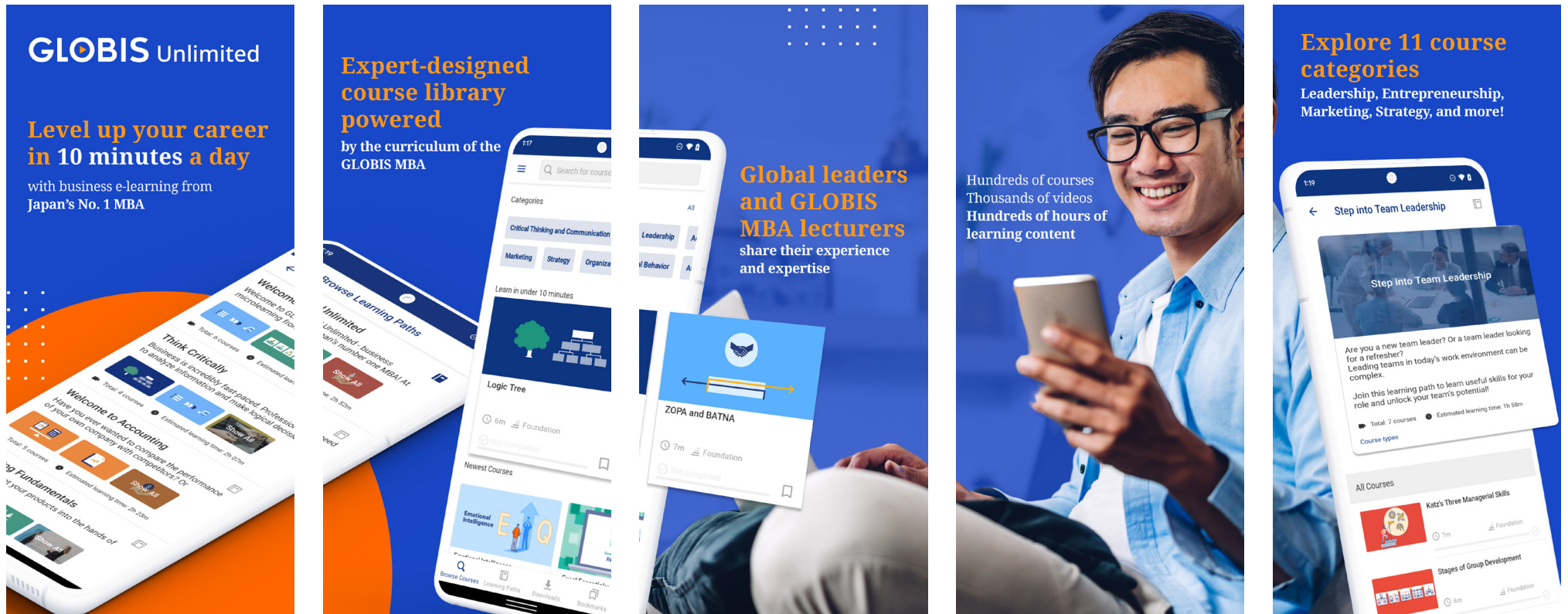
Here are some recent projects of which I'm particularly proud.

- 02 GLOBIS Corp. | e-learning, corporate training
- 07 Q Stay, Q Cafe | hospitality, food service
- 10 Monaloh Media | creative content production



Website design renewal

Site-wide design and UX overhaul for business e-learning platform to improve information hierarchy and customer journey



iOS & Android App Store pages

Dynamic and swipe-able image carousel showcasing the features and interface of the GLOBIS Unlimited mobile e-learning app

Designer: Michelle Basco

E-learning service overview video

Short video introducing new users to GLOBIS and the GLOBIS Unlimited e-learning platform

Video link:

<https://youtu.be/WcHay44Hgg8>

Editor: Michelle Basco



E-learning course promo videos

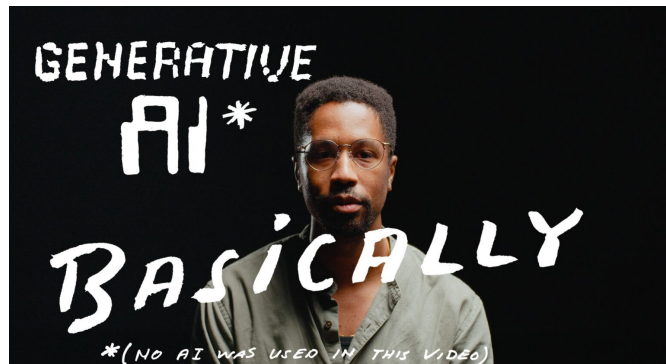
Quickly replicable and adaptable template of online course promotional videos for use on the service website and in video advertisements

Video link:

<https://youtu.be/hCQYiS8pqjQ>

Editor: Zuher Mousa





Course video thumbnails

Design framework to spotlight videos by type and category, for use on-platform and in external marketing

Designers: Zuher Mousa, Michelle Basco



Trade show & expo media

Booth layouts and backdrops, standing banners, brochures, and promotional goods for frequent HR trade show attendance (TechHR, ATD, CHRO)

Designer: Michelle Basco





Grand Opening announcement video

Promotion video highlighting the development of Q Stay hostel and the cultural vibrancy of its Ueno neighborhood in Tokyo

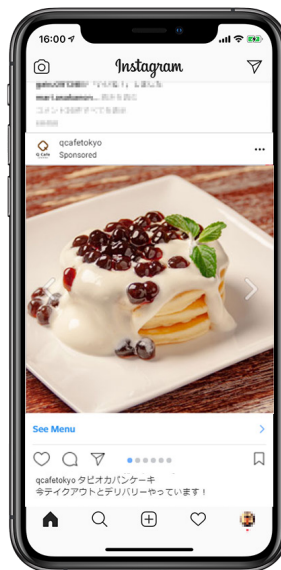
Video link:

<https://youtu.be/XNJA6L3Ssik>

Event promotional creative

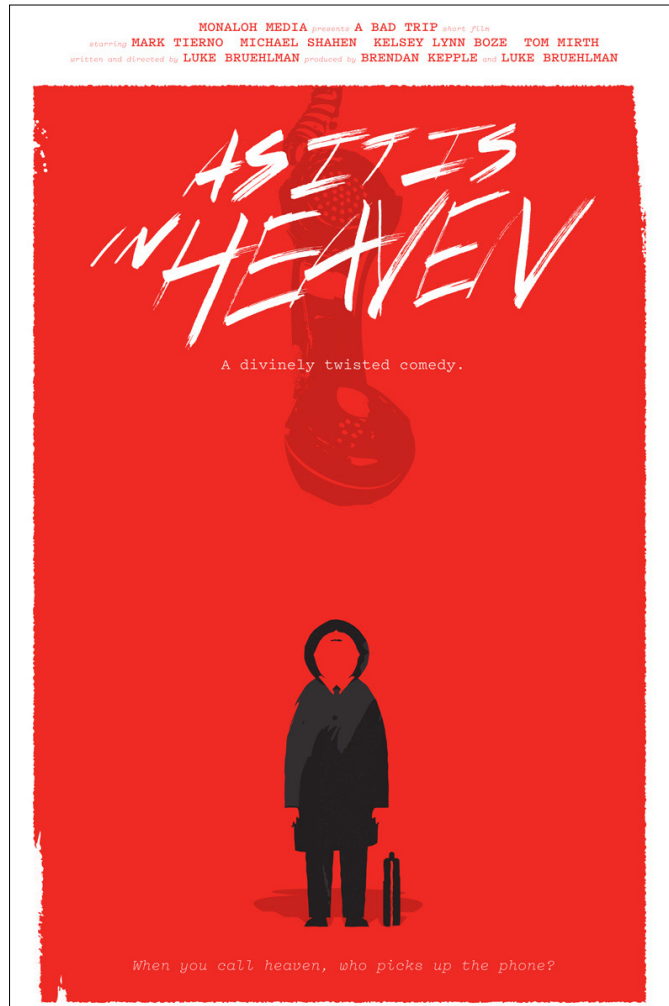
Images for use on social media, Meetup.com listings, and display advertising for themed events hosted by multinational cafe staff





Product photography

Close-up images of cafe food and beverage menu items to feature on website, social media, and display ads



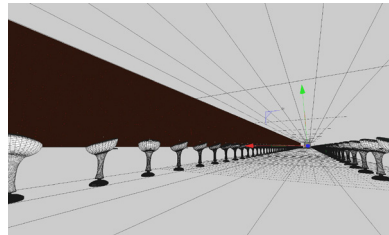
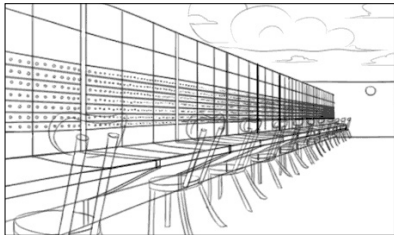
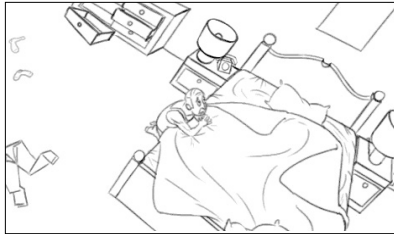
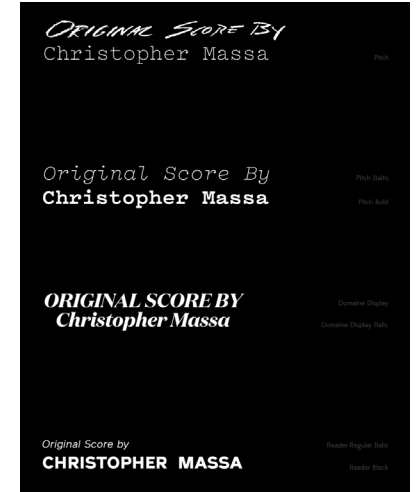
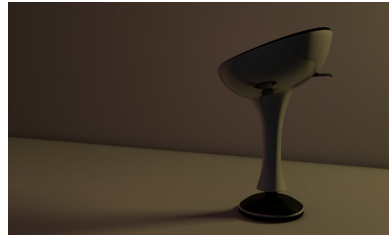
Short film production

"As It Is in Heaven: A Divinely Twisted Comedy", self-produced short film awarded at 14 international film festivals

Video link:

https://youtu.be/wyJ_qhAZtSM

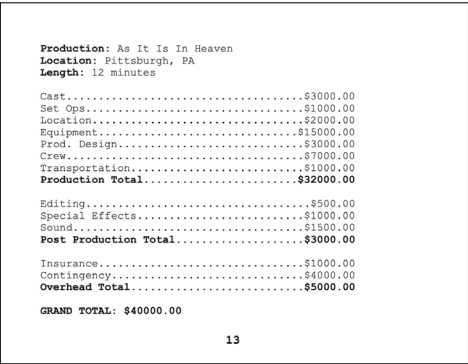
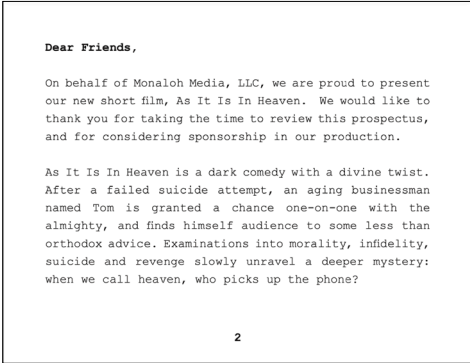
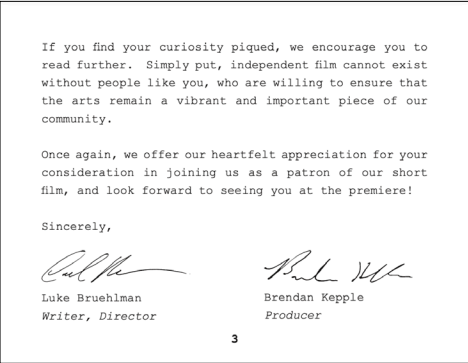
Poster design: Nathaniel Thomas



Short film pre-visualization

Collaboration with illustrator and graphic designer to establish production design tone, color grading, and to visualize special effects sequences

Illustrations: Rajesh Bhavnani
Title designs: Nathaniel Thomas



Fundraising prospectus

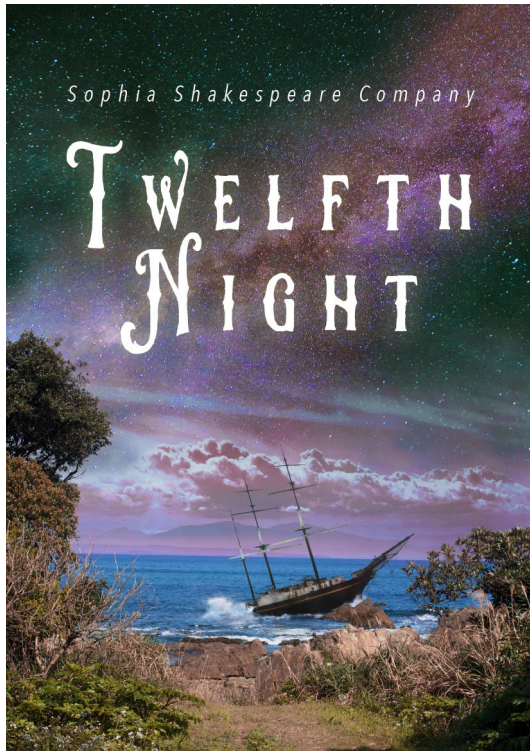
24-page overview of short film production plan sent to potential investors (print and digital pamphlet)

Layout: Nathaniel Thomas



Blu-ray & DVD

Jewel case and media disc designs for physical sale and distribution of short film



Promotional photography & design

Various multimedia creations for local non-profit organizations, theatre groups, TV & film productions, and just for fun

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