

# Lucas Raschbacher

**Lead creative designer with 10 years of experience focused on creating accessible solutions for users and business goals.**

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## Education

Colorado State University  
BFA Graphic Design  
2015

## Certifications & Awards

LUMA Institute  
Human-Centered  
Design Practitioner  
2023

MarCom Awards Platinum  
Best Manufacturing Website  
2023

MarCom Awards Gold  
Best B2B Website  
2023

## Skills

UI design, product design, accessibility, brand design, interaction design, handoff, documentation, prototyping, stakeholder management, motion design, design systems, visual design, sitemaps, digital design, accessible design

## Tech Stack

Figma, Sketch, XD, Invision, Photoshop, Illustrator, InDesign, Premiere, Azure DevOps, HTML, CSS, Javascript, Google Web Designer

## Lead Designer

**Elevated Third, 11/2021 – 12/2023**

- Led visual design, bridging between the discovery and implementation phases of projects.
- Led meetings for client design reviews, synthesized feedback, and iterated design systems.
- Collaborated with developers to define and maintain requirements throughout projects.
- Managed junior and freelance team members to execute project deliverables.
- Client sites had results including a 65% increase in contact requests and a 34% increase in demo requests
- Created and implemented a design process including creating a project template and reusable design system to reduce time spent in discovery and UAT.

## Creative Consultant, Interactive Designer

**Robert Half, 05/2021 – 11/2021**

- **TeamSnap:** Designed motion assets for multi-channel campaigns, infographics, and case studies.
- **Uplight:** Designed landing pages, paid media, email, and eBooks.
- **Elevated Third:** UI/UX design for various clients, converted to a full-time employee of Elevated Third.

## Digital Designer

**Wiland, 08/2020 – 03/2021**

- Collaborated on the design and prototyping of the Grand Giraffe website, a consumer-facing digital marketing solution.
- Designed and coded email templates, animated display ads, social videos, and site assets for multichannel campaigns with 23% open rates and 6% click-through rates.

## Web Designer

**eBags, 03/2019 – 06/2020**

- Lead email designer for dozens of campaigns per month for a 3.2 million active subscriber base.
- Email campaigns had open rates of 18% with click-through rates of 4% (well above eCommerce industry averages).
- Designed, coded, and deployed site campaigns.

## Lead Designer

**HW Home, 07/2015 – 03/2019**

- Rebranded and designed OOH advertising, publication ads, and in-store signage.
- Led effort to redesign and relaunch website, achieved the first eCommerce sales in company history.