

Lucas Raschbacher

Strategic and results-driven designer with a proven track record of crafting accessible solutions that meet user needs and overarching business objectives.

Professional Experience

Senior Designer

Elevated Third, 11/2021 – 12/2023

- Designed 20+ client projects, creating design systems, components, assets, and shaping the visual identity of their brand on the web with AA/AAA accessibility compliance.
- Led up to 3 junior and freelance designers on 5+ projects, providing art direction and fostering collaboration between design and development teams for stellar project results including a 65% increase in contact requests, a 34% rise in demo requests, and winning industry awards for marketing websites.
- Collaborated with client leadership and cross-functional teams to deliver creative work to meet business goals to define and maintain project requirements.

UI/UX Designer

Robert Half, 05/2021 – 11/2021

- Art directed and designed 10+ multi-channel campaigns that included motion assets, infographics, and case studies.
- Designed 20+ projects including landing pages, paid media materials, email campaigns, and eBooks for a \$1.5b energy technology partner.
- Spearheaded UI/UX design on the resource library for a \$4.29b market cap agency client.

Digital Designer

Wiland, 08/2020 – 03/2021

- Designed 10+ email templates for inaugural and promotional campaigns, achieving notable engagement metrics including 23% open and 6% click-through rates.
- Designed and animated 5+ display ads, 5+ social videos, and hundreds of site assets.

Web Designer

eBags, 03/2019 – 06/2020

- Designed and coded 10+ promotional and behavioral email campaigns per month for a 3.2 million active subscriber base.
- Achieved impressive performance metrics: 18% open rate and 4% click-through rate, surpassing industry benchmarks.
- Designed, coded, and deployed site campaigns to complement email promotion

Lead Designer

HW Home, 07/2015 – 03/2019

- Art directed and designed the rebrand of hundreds of pieces of collateral including OOH advertising, publication ads, and in-store signage.
- Led website redesign and relaunch, resulting in the first eCommerce sales in company history.
- Managed one direct report to accomplish marketing needs, mentored on design principles, typography, layout, and prepress.

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lucasraschbacher.com

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Denver, CO

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

Collaboration with leadership and cross-functional teams, campaign design, design concepts, design systems, visual storytelling, brand design, component design, digital asset creation, responsive design for desktop and mobile, social media asset design, creative direction, stakeholder management, process improvement, accessibility compliance, interaction design, handoff, documentation, prototyping, motion design, sitemaps, typography, layout, color theory

Tech Stack

Figma, Sketch, Invision, Azure DevOps, HTML, CSS, Javascript, Google Web Designer, Stable Diffusion, Adobe Creative Suite