



LUKE VAN MYNUS

**SHAPES, LINES &
BOLD SIGNS**



hey!

I'm Luke, a graphic designer specializing in brand transformation through strategic, high-impact visuals.

With over a decade of experience, I've helped businesses elevate their presence, improve brand recognition, and drive engagement across print, digital, and social channels.

By blending creativity with problem-solving, I craft distinctive identities, marketing assets, and cohesive design systems that help brands connect with their audiences and stand out in competitive markets.

My work has contributed to successful brand launches, improved audience retention, and increased marketing effectiveness.

Let's turn your brand's story into a powerful visual experience.

core experience

- ✓ **10+ years of experience**
in brand, visual, and graphic design
- ✓ **Proficient in Adobe Creative Suite**
Illustrator, Photoshop
- ✓ Strong foundation in **typography, layout, composition and illustration**
- ✓ **Brand Identity & Marketing**
Designing logos, brand systems, packaging, and campaigns
- ✓ **Multichannel Design**
Experience designing for print, web, social media, and digital advertising
- ✓ **Collaboration & Communication**
10 years of remote work experience with cross-functional teams, including marketing teams

digital & interactive design

Web & UI Design

- Experience in **Webflow** (site building & design), basic HTML/CSS knowledge

Motion & Interactive Tools

- Entry level knowledge of **MidJourney**, Firefly, Adobe Animate

Figma & Sketch

- Entry-level, with a foundation in UI/UX design, on-going studies

professional experience

Senior Illustrator at Toptal
2022-2024

Illustrator and core member at Toptal
2016-2022

- Illustrated 250+ technical articles, simplifying complex content and enhancing engagement.
- Created custom illustrations, infographics, and icons for clear communication of technical info.
- Managed multiple projects, balancing feedback and deadlines.
- Integrated AI tools like Midjourney to streamline visual development.
- Helped maintain consistency across Toptal's content library.

Multidisciplinary Designer at Gooten
2012-2016

- Directed end-to-end visual design solutions across digital and physical touchpoints
- Created cohesive design systems spanning UI, marketing collateral, and merchandise
- Established consistent brand experiences across multiple channels and platforms

Notable clients of mine

- Mimo, Timestore, Phil Pallen, Mäso od Romana, Dôvera, Huxley Nice Agency, Hento-Toto, IT Impulse ...

portfolio & social

To get a glimpse of my work, you can visit my main portfolio:

→ lukevanmynus.com

or you can take a sneak peek at my → instagram.com/lukevanmynus for some work in progress.

Additionally, you can visit my linkedin profile with other stories & insights

→ linkedin.com/in/lukevanmynus

thank you

Thank you for taking the time to review my story.

I'm always excited to discuss how my creative approach can help transform your brand's visual narrative.

Let's connect and explore the possibilities.

social

Let's connect on personal note as well!

→ [instagram.com/lukevanmynus](https://www.instagram.com/lukevanmynus)

→ [linkedin.com/in/lukevanmynus](https://www.linkedin.com/in/lukevanmynus)

contact

Let's transform your brand story!

→ ahoy@lukevanmynus.com