Lucas Faülhaber

Graphic Designer & Social Media Content Creator

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GRAPHIC DESIGNER DESIGNER | SOCIAL MEDIA CONTENT CREATOR

I'm a Visual & Motion Designer with 10+ years of experience creating social media content, digital campaigns, and brand identities. I turn marketing goals into compelling visuals, from short-form videos, Reels, and motion graphics to promotional content and paid social assets. I've managed creative across multiple brands, adapting content for each platform while maintaining a consistent brand voice. With expertise in Adobe Creative Suite, video editing, and web design, I bring projects from initial concept through final delivery.

KEY COMPETENCIES

Brand Identity • Campaign Design • Motion Graphics • Social Media Content Creation • Print Production • Creative Direction • Web Design • Multi-Brand Creative

PROFESSIONAL EXPERIENCE

Breakwater Hospitality Group

Sep 2022 - Aug 2026

Lead Designer

- Led visual and motion design for 6+ hospitality and event brands, including Regatta Grove, Pier 5, Gulf Stream Park and JohnMartin's, while maintaining a distinct identity for each venue.
- Managed 10–20+ creative requests per week, taking campaigns from concept through production across social, digital advertising, video, signage, and print.
- Designed promotional campaigns and event creative for major venue programming, including JohnMartin's Coral Gables Saint Patrick's Street Festival and Pier 5's World Cup event at Bayfront Park

Autoshow Sales

Oct 2020 - Jul 2021

Social Media Manager / Ads Manager

- Produced weekly photography, video, graphics, and social content supporting a rotating inventory of 100+ vehicles while establishing a more consistent digital brand presence across dealership channels..
- Developed paid and organic campaign creative across Facebook, Instagram, and TikTok, supporting weekly vehicle promotions and dealership marketing initiatives.

Aerojuice

Dec 2016 - Mar 2020

In-House Graphic Designer

- Designed and built Aerojuice's responsive e-commerce website in Wix, creating a digital storefront used across six franchise locations..
- Served as primary in-house designer supporting 6 locations, producing packaging, product labels, storefront graphics, window vinyl, promotional materials, social content, motion graphics, and print collateral.
- Managed creative across 6 social accounts, producing approximately 40 assets per month while maintaining consistent brand standards across all locations.

Waveguide Communications

Jul 2014 - Aug 2016

AUTOCAD / Infrastructure Design Support

- Produced AutoCAD-based CCTV and IT infrastructure layouts from technical vessel blueprints for cruise-line projects spanning Carnival Cruise Line, Royal Caribbean, Norwegian Cruise Line, and Disney Cruise Line.
- Translated complex technical vessel blueprints into accurate CCTV and IT infrastructure layouts for major cruise-line projects, developing an early foundation in precision, spatial organization, technical documentation, and production-focused design.

EDUCATION

The Art Institute of Fort Lauderdale
Fort Lauderdale, FL
Graphic Design Coursework | 2007–2009

CERTIFICATIONS

Adobe Design Fundamentals with AI
Adobe, 2026

TOOLS

- **Adobe Photoshop**
- **Adobe Illustrator**
- **Adobe After Effects**
- **Adobe Creative Cloud**
- **Wix**
- **AutoCAD**