

# Patrick Lugo

PatrickLugo.com • PLUGOarts.com  
<https://www.linkedin.com/in/plugo/>

## Free-Lance Creator, Senior Designer & Illustrator

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**Accomplished Graphic Designer and Illustrator with deep expertise in popular culture who seamlessly navigates print, media, and online platforms while continuing to delight patrons of gallery exhibitions.**

Excel in creating partnerships with colleagues, clients, and other stakeholders to develop brands and products that delight consumers in the U.S. and overseas. Gifted and versatile designer & illustrator with massive problem solving experience. Combines highly developed artistic talent with excellent motivational skills . Consensus builder and communicator, able to guide teams, write content, and deliver presentations.

### *Areas of Emphasis*

- Brand Development & Marketing
- Photo Shoot & Project Leadership
- Crowdfunding Campaign Management
- Book & Print Production
- Graphic Design & Illustration
- Content & Campaign Development
- Gallery Exhibits & Art Instruction
- Cover Art & Magazine Layout

## Professional Experience

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PLUGOarts.com – Alameda, CA

### **Proprietor/Publisher, March 2020 to Current**

Developed and maintained the online platform as web-portal for freelance art, articles as well as a cultural curator recognized by the *Yerba Buena Center for the Arts*, San Francisco CA.

Asani Entertainment – Cleveland, OH

### **Lead Designer/Content Manager, April 2024**

Develop Asani Entertainment’s online platforms [AsaniEntertainment.com](http://AsaniEntertainment.com) and [AsaniComics.com](http://AsaniComics.com). Manage content used for audience engagement leading their successful crowdfunding campaign.

TIGER CLAW INC. – Fremont, CA

### **Senior Designer, January 2005 to May 2020**

Collaborated with the CEO and clients to develop retail and wholesale products all levels of production. Oversaw branding of nationally recognized products, schools and tournament logos. Ensured media presence at key events. Never missed a deadline in over 20 years.

### **Selected Achievements:**

- Played a key role in development of nationally recognized brands include work with Disney
- Led promotional campaigns for high profile events such as Tiger Claw Elite Open Tae Kwon Do Championship, Tiger Claw Elite KungFuMagazine.com Championship, U.S. Challenge: Chinese Wushu Sports Cultural Exchange Festival, and Kung Fu Tai Chi Day.

TC Media International – Fremont CA

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## **Senior Designer / Director, 2005 to May 2020**

Partnered with the publisher and photographer to organize photo shoots and select images for online publications. Consistently applied project management skills to manage cross-disciplinary teams of models, actors, publicists, martial arts masters, foreign dignitaries and rock stars.

### **Selected Achievements:**

- Navigated multiple priorities to guide producers and media crews assigned to cover major events.
- Demonstrated creativity and technical excellence while designing print and online ads for multi-platform campaigns promoting products and events.
- Drove up multi-channel social media and web presence for events on TigerClawElite.com, KungFuTaiChiDay.com, and Tiger Claw Elite KungFuMagazine.com.
- Created the acclaimed, long running comic series *Tiger's Tale*.

KUNG FU TAI CHI Magazine – Fremont CA

## **Senior Designer, 2005 to May 2020**

Engaged with the editorial department and design team to publish a print magazine. As part of this collaborative effort, played a key role in directing Kung Fu Tai Chi brand identity across platforms. Rolled out innovative print and online advertising campaigns, Selected and retouched photo images for the magazine.

### **Selected Achievements:**

- Drove up circulation by 10K subscribers by revamping branding in partnership with publisher and CEO.
- Led every aspects of magazine cover, cover story, feature article, and column design and layout.
- Developed the *Kung Fu Tai Chi* social media presence including Facebook, Instagram, YouTube and X.
- Oversee all aspects of print production for bi-monthly copies of *Kung Fu Tai Chi* magazine.

KungFuMagazine.com – Fremont CA

## **Visual Designer, 2000 to 2020**

Played a critical role in developing the online presence. Excelled in reaching across disciplines to customize a content management system (CMS) for publishing, advertising and facilitating interaction with an active online community. Achieved in partnership with programmers and publishers while consistently meeting deadlines.

### **Selected Achievements:**

- Directed YouTube graphics, bumpers, and video editing channel with nearly 8K and 33K+ subscribers.
- Applied written communication skills to personally author 25+ articles, reviews, and interviews.
- Published 2,543 articles, engaged with 23,153+ users, and managed 1.5 million monthly requests.

*Previous full-time experience includes success as Art Director, Double Edge Comics, New York, NY,*

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## Education & Qualifications

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### Sequential Art & Illustration

School of Visual Arts, New York, NY

### Associate of Art in Advertising, Art & Design,

State University of New York, Farmingdale, NY

### Professional & Community Involvement

- Visiting Instructor: BiPoc Pop Labs, University of Texas, Austin, TX. 2025
- Instructor: Sequential Art Essentials, S.C.B.W.I. Oktoberfest, San Ramon, CA. 2023
- Instructor/Coach: The Kids Comics Unite Crowdfunding Crucible, Online Boot-Camp 2023
- Member of the Judging Panel for the 100% Comics' 2023 MAKE MORE COMICS arts grant 2023
- Member: [KicksComicsUnite.com](https://www.kickstart.comicsunite.com), [ComicsConnection.com](https://www.comicsconnection.com),

### Awards & Honors

- Recognized as a cultural curator by the *Yerba Buena Center for the Arts*, San Francisco CA. 2022
- Recipient of the 2022 MAKE MORE COMICS art grant
- Book of the Year: *Little Monk and the Mantis*, Gellert Burgess Center for Children's Literature, 2012
- Preferred Choice Award: *Little Monk and the Mantis*, Creative Child Magazine, 2012
- Selection for The Abbot's library *Collection, Little Monk and the Mantis*, Shaolin Temple, China

### Technical Proficiencies:

- Adobe Creative Suite, WordPress, Marketing, Crowdfunding

## Projects

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Crowdfunding Campaign Manager: *Let's Go! A Kids Comics Studio Anthology* (2025)

Illustrator / Crowdfunding Campaign Manager, Very Special Recordings, New York NY, (2024)

Creator, Kickstarter Campaign for *A Tiger's Tale*: vol. 1 (2022), vol. 1 & 2 (2023)

Illustrator (Album Artwork) , Very Special Recordings, New York NY, (2021)

Illustrator / Graphic Designer (Album Artwork), EPM Music, The Netherlands, (2019)

Gallery Exhibition, Olive Hyde Gallery, Fremont CA, (2016)

Featured Artist / Instructor, Sun Gallery Hayward, CA, (2013 – 2024)

Illustrator / Designer (Album Artwork) Detelefunk Records Maastricht, Netherlands, (2008)

## Publications

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### Illustrator:

- *Undead Kungfu Ghost Killer #1* - PLUGOarts.com, CA, 2025
- *Let's Go! A Kids Comics Studio Anthology* - Kids Comics Unite, NY, 2025
- *Cocinas & Luchia Libre Ringsides: A Latinix Comics Anthology* - Ohio State Press, OH, 2025
- *BOX OF TAPES: A Rock Opera*: album/graphic novel - Very Special Recordings, NY, 2024
- *A Tiger's Tale* graphic novels volumes 1 & 2 - creator/publisher 2022, 2023
- *Lucy Veloz: High-flying Princess* - [PLUGOarts.com](https://www.plugoarts.com), CA, 2023
- *The Eargoggle Regales*: album/comic anthology (Cover Artist) - Very Special Recordings, NY, 2021
- *Little Monk and the Mantis: A Bug, A Boy, and the Birth of a Kung Fu Legend* - Tuttle Publishing, Award Winning Full Color Children's Picture Book, North Clarendon, VT, 2012.
- *Qigong: Essence of the Healing Dance*, Health Communications, Inc. deerfield Beach, FL, 1999.