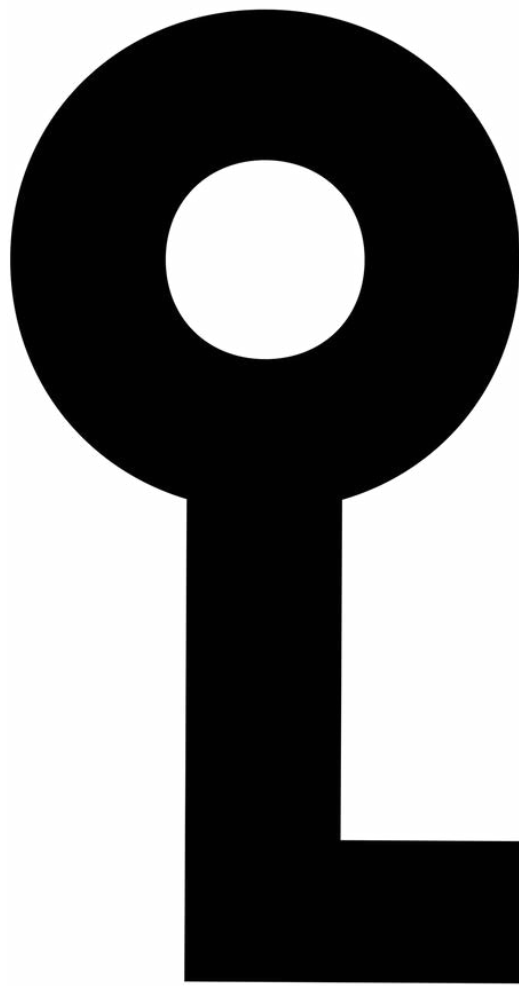




**OWEN
LUEBBERS**

Creative Director

www.owenluebbers.com

owenluebbers@gmail.com

**I build visual worlds that
blend emotion,
performance, and digital
nostalgia — across music,
storytelling, UX, and
collage.**



WHITEOUT EP



< heaven!

I creative directed a full visual world for the concept EP WHITEOUT, building tactile, collage-driven visuals that extended the project across video, social, and physical formats. I developed the visual narrative from concept to execution, creating a fragmented world of performance, identity, and memory.

Spotify Canvas Videos



I crafted a lived-in, tactile aesthetic through found material collage, textural layering, and vintage message board aesthetics. The goal was to create visuals that felt personal and imperfect.

Digital Lyric Booklet



I extended the project's world into social media through vintage message board mockups and guerilla-style engagement on a real working forum, blending nostalgia, digital subculture, and audience interaction.

Message Board Mock-ups

- **You wore a mask -- and took us to mass.** *17:52:31 23/03/25 Sun*

[[Post a Reply to this Message](#)] [[Edit](#)] [[View](#)]

Replies:

- **WHITEOUT -- APRIL 21,** *10/04/25 12:22:47, Thu [3]*
TRACKLIST

1. Garden State!
2. Halophyte
3. Carrying The Knife
4. warning signs (demo)

[[Post a Reply to this Message](#)][[Edit](#) | [View](#)].

Replies:

- **Is this what Dahmer felt -- when he first tasted blood?**

[[Post a Reply to this Message](#)] [[Edit](#)] [[View](#)]

Replies:



EOLAS IRISH DANCE

Co-Founder and Creative Director

Born out of the isolation of the pandemic, EOLAS began as a way to care for the Irish dance community beyond competition the app offered meditative content, reflective storytelling, and a soft space to land. I helped turn the idea into a living, breathing product through visual identity, app design, and creative strategy.

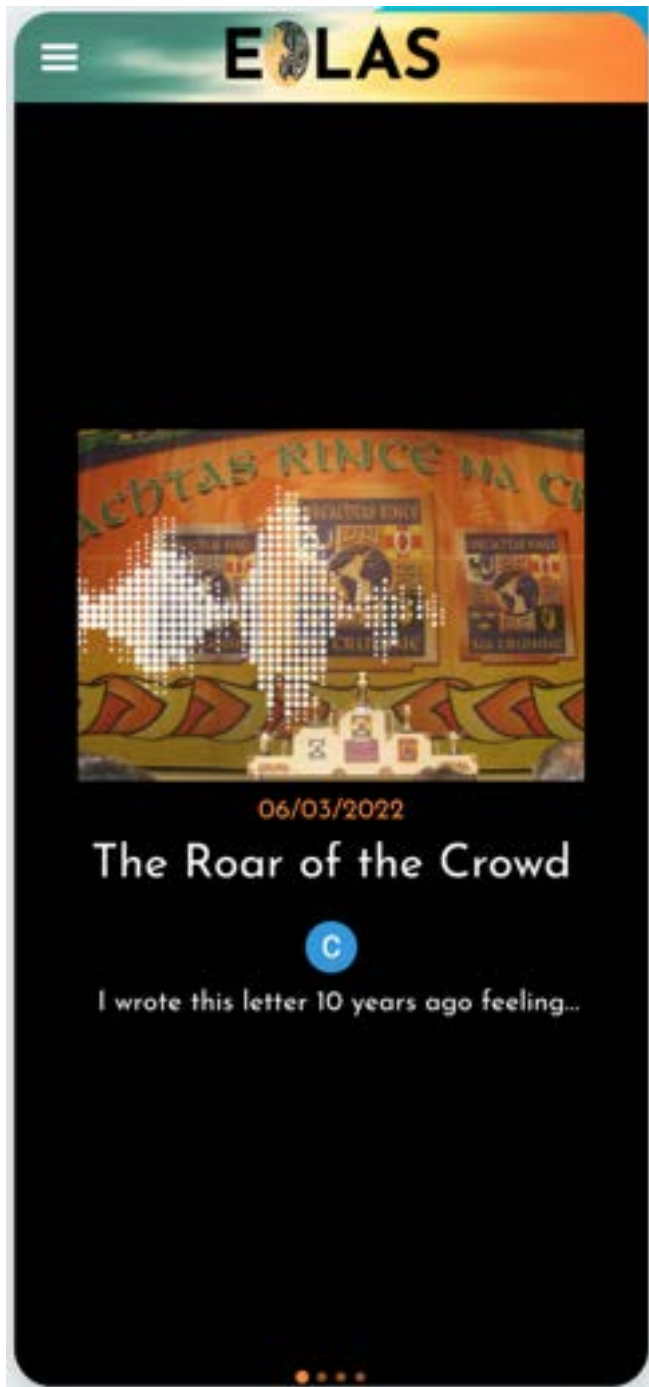


LOGO AND BRANDING



I led the app's UX design, creating intuitive navigation and interface layouts. I developed custom icons, headers, and background textures for articles, videos, and in-app content, aiming for a tone that felt both peaceful and empowering.

USER EXPERIENCE DESIGN





IN-APP CONTENT GRAPHICS



Designed motion-inspired graphics for use across in-app interviews, video intros, and educational content, blending abstract visuals with human-centered imagery to ground each piece in story and feeling.

SOCIAL MEDIA

"I do not need to be
perfect
to be
loved."

EOLAS

"If you can fall in love with
this process,
no matter what happens...
you win."

Ian Luebbbers

"We are
more than
dancers
on a stage."



EOLAS

I designed social graphics that paired affirming messaging with EOLAS's visual identity. Each post was crafted to build emotional connection and reframe the Irish dance experience with softness, reflection, and care.