

PRINCIPAL AND  
CREATIVE DIRECTOR

# *lucas guerra*



Born in Argentina, three-time Emmy award-winner Lucas H. Guerra is the founder of ARGUS. As young entrepreneur, Lucas started Argus in 1994 while attending school at the Art Institute of Boston. In the beginning, he focused in the editorial and graphic design of architectural books for companies like Rockport Publishers and McGraw-Hill, among others. More than 50 books later, and upon graduating as a Bachelor in Fine Arts, in 1997 Lucas decided to diversify ARGUS as a graphic design firm to increase capacity in the areas of multicultural marketing and advertising. Ten years later in 2006 ARGUS was named by ICIC and Inc. Magazine as one of the top 100 fastest growing inner-city companies in America.

As an ARGUS Principal and Creative Director with more than 16 years of professional experience in graphic design, concept development, art direction, and TV/radio production, Lucas is responsible for all creative work developed and produced by ARGUS and its creative teams.

On a pro-bono basis, Lucas has provided creative work for many nonprofit organizations including the Ad Club of Boston, Saint Francis House, and League of United Latin American Citizens. He has also lectured high school graduates and college seniors at the Art Institute of Boston and has been a guest lecturer at the Massachusetts College of Art. Lucas has served on the Martha Eliot Health Center, Whittier Street Health Center and South End Community Health Center Advisory Boards, as well as serving as a Trustee of Lesley University.

Lucas was named by Governor Deval Patrick to the Governor's Advisory Council on Immigration and Refugees and he currently serves as a Massachusetts Commonwealth Corps Commissioner.

Most recently, he was named to the President's Advisory Council at Lesley University and recognized as one of "20 on the Move", an award given by the Boston Business Journal and El Planeta honoring the top 20 Hispanic executives making a difference in Boston.