



Todd Lawson

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[LinkedIn Profile & Endorsements](#)

 www.linkedin.com/in/toddlawson

Chief Creative Officer | **Vicimus**
2019-Present

VP, Creative Strategy | **Vicimus**
2017-2019

Creative Director | **Strategy Mob**
2015-2017

Chief Creative Officer | **Dashboard**
2015-2017

Associate Creative Director | **Grey**
2012-2015

Senior Art Director | **Grey**
2010-2012

Senior Art Director | **Dashboard**
2007-2010

Art Director, Designer, Illustrator,
3d Artist & More | **Various Firms**
2001-2006

Business Skills: Executive team Experience, Team and Departmental Management, Client Management, New Business Development, Internal Planning, Budgeting, Resource Management, Project management, SOWs, Estimates, Process Development and deployment

Creative Skills: Creative Direction & Strategy, Art Direction, Concepting, Branding, Design, Illustration, Social, Digital & Traditional Marketing, Writing (short form, long form, scripting)

Information Skills: UI/UX, Wires, Architecture, Prototypes, User Testing, Documentation, BRDs, Product Development, Roadmaps

Social Skills: Interpersonal Skills, Public Speaking, Storytelling, Mentoring, Teaching

Tool Skills: Adobe Creative Suite, Sketch, Invision, Draw.io, Wrike, Asana, Microsoft

Todd Lawson is...

A creative / art director who has made commercials, brands, software and ad campaigns, who understands tech and designs UI & UX, a designer who does large scale paintings, a painter who writes articles, a writer is constantly curious about what's next. His curiosity has garnered Cannes Lions, One Show Pencils, CA's, Cassies, and countless other accolades. In 2014 & 2015, he was Ranked 9th & 15th Best Art Director by Strategy Magazine's Creative Report Card. As Digital User Experience Lead & Associate Creative Director, Todd helped Grey Canada win ADCC's 2013 Agency Of The Year.

But the story doesn't stop there. In 2015 Todd left Grey to Co-lead the complete transformation of Dashboard, his past agency, from a 16-year-old marketing firm into a Software SaaS Development Company, successfully selling it to tech firm Vicimus in under 2 years. Todd then led the company rebrand, developed departmental processes, guided UI/UX for product, oversaw and built external marketing plans and rebuilt creative and design teams.

It's time for the next challenge.

THINGS I'VE WORKED ON (Partial List):

AXE, Acura on Brant, AIDS Committee of Toronto, ATI, Atlanta Magazine, BlackBerry (RIM), Blue-Kote, Breathe Right, Burlington Ribfest, Canadian AutoShow, Canadian Online Gamers Network, CDRS Hamilton, Corus, CosmoTV, Cruzan Rum, CCSC, Dofasco, Débauféré, Eli Lilly Cymbalta (Pharma-depression), Elm Street Magazine, Enroute, Euroglass, Exclaim, Fortune Magazine, Grape-Nuts, Great Grains, Guinness, Hellmann's, H&R Block, Home Hardware, InBurlington, Independent School Association of Ontario, LCBO, Lexus of Oakville, Milk, Nissan Canada, Ontario Toyota Dealers Association, Ovarian Cancer Canada, Playtex (Health/Product - FemCare and InfantCare brands), POST Cereals, Sagikor General Insurance, Scotiabank, SevenStar Sports, Shreddies Cereal, Sunlight Laundry, Suburban Ford, Sunveil Sunwear, St. George Apple Festival, Swiss Herbal (Pharma-vitamins), Toyota Canada, the Toronto Jewish Film Festival, Vaseline, Wrigely's Juicy Fruit and W-Network



THINGS I'VE BEEN AWARDED

2016 Cassies – Silver – GSK Snore Phone App
2015 Marketing Awards
2015 AToMiC
2015 Applied Arts
2015 Cassies
2015 Advertising & Design Club Of Canada
2014 CMA Media Innovation Awards – Gold – GSK Snore Phone App
2014 Marketing Awards – Gold and Silver – GSK Snore Phone App
2013 ADCC Agency of the Year
2013 Cassies – Grand Prix + 2 Golds – Milk Carton 2.0
2013 Cannes – Mobile Lion Silver – ValuableCheckin.ca
2013 Cannes – OOH Media – Guinness Window Pints
2013 Marketing Awards – Gold social media
2013 One Show – 2 Silver Pencils – ValuableNetwork.ca
2013 Art Directors Club – ValuableNetwork.ca
2012 Tomorrow Awards ADC of NY – ValuableNetwork.ca
2012 Art Directors Club of Canada – Gold – ValuableNetwork.ca
2012 London International Awards – Gold and Silver – ValuableNetwork.ca
2012 Cannes – Cyber Lion Bronze – ValuableNetwork.ca
2012 Communication Arts – OOH – Guinness Window Pints
2012 Marketing Awards Bronze – OOH Single – Guinness Window Pints
2012 Applied Arts Interactive – ValuableNetwork.ca
2012 Applied Arts Interactive – Missing Children Society Search Tool
2012 Applied Arts Interactive – Social Media – ValuableNetwork.ca
2011 ADCC – Silver – Media Innovation – Global Mood Clock
2011 IAC – Best Marketing Interactive application
2011 The FWA – Global Mood Clock Mobile App
2007-2010 Cassies Grand Prix – Hellmann's Real Food Movement-Digital
2010 The FWA – Shortlist 3DToyota.ca
2009 Applied Arts Interactive Award – Hellmann's eatrealeatlocal.ca
2009 Unilever Global Award – Hellmann's Real Food Movement
2008 Applied Arts Award – H&R Block Facebook Campaign
2007 Davey Silver Branding Award – Hellmann's Eat For Real
...and more earlier on.
(Full List on www.toddlawson.com)

THOSE I'VE TALKED TO

Opening speaker at 2015 RGD Creative Directions Conference
Guest speaker at Sheridan College, 2004

THOSE I'VE HELPED

Chief Creative Officer (2019 – present)
VP, Creative Strategy (March 2017 – February 2019)
Vicimus, Toronto, ON
(www.vicimus.com)

At Vicimus, I manage the creative department for internal design, marketing, branding, Social and outside creative vendor services, the UX + UI department for product and interactive development and software documentation (from concept to requirements to flows, wireframes, prototypes to finished UI For the FULL roadmap of product design). I also work on implementation of better project management and process creation as a member of the executive team for Toronto and London, Ontario Offices.

This includes Automotive SaaS solutions as well as marketing consultation and strategic services including both B2B work with dealerships as well as B2C work with major Automotive Manufactures like Nissan Canada (www.ChooseNissan.ca and Nissan Commercial Vehicles) and The Toyota Dealers Association (www.getyourtoyota.ca) and events like The International Canadian Autoshow (Autoshow.ca) – of whom I am also account lead and foster the client creative relationship directly since 2015.

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Chief Creative Officer (March 2015 – March 2017)
Dashboard, Toronto, ON
(www.dashboard.ca)

Working as part CCO and part Marketing department team. Overseeing the creative department, new product innovations and day to day creative process at Dashboard as they transition from 16 years in direct client advertising to product design and software development As a SaaS (Software as a service) firm. As well as being the firms creative evangelist for culture and quality.



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Associate Creative Director (December 2012 – February 2015)
Senior Art Director (April 2010 – November 2012)
Grey Advertising Canada/WPP, Toronto, ON
(www.greycanada.com)

Worked for nearly 5 years at Grey Canada as the agency's Digital User Experience Lead and Associate Creative Director. (including Graphic Design, Architecture, wire-frame creation and BRD creation) working on Digital and Traditional projects. I offered interactive creative guidance, leadership, vision, inspiration, strategic planning and creative thinking to clients and fellow staff. With a heavy concentration on new technology possibilities, alternate thinking and engaging interactive content

Helped develop a commercial filmed at 14,000+ feet on a glacier in Chile for Grape-Nuts Cereal U.S., guided Guinness beer through a new national Canadian brand TV spot (Art Direction and wrote the script), launched The World's Most Valuable Network – Missing Children Society of Canada campaign (Which helped in the safe return of 6 children within the first year of its launch and has been recognized internationally for over two dozen awards including Cannes, One Show Pencils, ADCC, Marketing, ADCNY Tomorrow Award, Marketing Innovation, London International among others).

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Creative Director | Owner (October 2009- October 2012)
Miner Thought
Toronto, ON

Developed brand bibles, creative assets and vision for companies. This includes competitive research, mission statement development, tag lines, branding identities (logos, stings, fonts), marketing tools. Two person run business for contract work. In 2017 Miner Thought transitioned into a clothing company as a passion project.

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Senior Art Director (January 2007-March 2010)
Dashboard Brand Communications,
Toronto, ON (www.dashboard.ca)

Senior Art Director for interactive strategic branding agency Dashboard. Developing and directing creative marketing projects including both online and offline solutions. Providing leadership, guidance, inspiration and excitement to junior and intermediate creative staff, while working closely with Agency Senior Management in day to day operations across various media outlets and brands.

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Sheridan College Instructor (2006 Fall Semester)
Sheridan College, Oakville, ON

4th year Interpretive Illustration Instructor at Sheridan College in Oakville; working to educate and expand students horizons in multiple fields and industries. We covered hands-on development and implementation of projects outside of traditional illustration instruction to show alternate possibilities for the soon to be graduated.

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Lead Art Director and Designer (February 2005-October 2006)
IN Burlington Magazine + Little Green Tree
Burlington, ON (www.littlegreentree.com)

Art direction and design of a quarterly 72 page regional magazine with a circulation of 20,000+. Design direction and development of approximately 75-100 projects annually including advertising, multi-page collateral design, new media and packaging design/illustration. Worked with editors, junior designers, publishers and sales department in team based and leadership environments.

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Owner (August 2001 – July 2004)
Toy Twuk Studios
Hamilton, ON

Multimedia development illustrations,graphic design, web site design, 2D and 3D computer animation, video game pre-production and character design.

