


Todd Lawson

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Summary

I am a creative director & art director who has helped companies and brands transform themselves creatively for nearly twenty years. In that time, I have been part of, lead, built and rebuilt creative teams both within agencies and client-side (SaaS) and created globally award-winning projects.

My true passion is thinking of creative ideas. I am constantly curious about telling the next story. My curiosity has garnered 50+ awards national and international for marketing, branding, illustration and design. Being ranked as one of the top 15 Best Art Directors multiple times in Strategy Magazine's Creative Report Card.

Career highlights include transforming an agency into a SaaS company (Dashboard/Vicimus), helping lead Grey Canada to win ADCC Agency Of The Year, creating a social tool that assisted in the rescue of missing children (Missing Children Society), filming commercials everywhere from my office floor (Bumper) to a forest in Argentina (Guinness) to a 10,000+ foot glacier (Post Grape-Nuts).

Vertical Experience: Automotive, AutoTech, Alcohol, B2B/B2C, CPG, Cosmetics, DTC, Entertainment, fashion, Financial, Food, Gaming, Health & Wellness, Insurance, Marine, Not-for-profit, Pharma, Publishing, Software, Retail, Tech, Trade events

Creative Skills: Creative Direction & Strategy, Art Direction, Concepting, Branding, Design, occasional writing (long form and ad copy)

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

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

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

Portfolio:

<https://www.toddlawsoncreative.com>

Experience

Chief Creative Officer (CCO)

Vicimus

Mar 2019 - Present (1 year 3 months +)

As CCO I Manage Creative output, staff and strategy. As well as influence the company, and its direction as an executive team member. Designing and executing Vicimus' product vision and marketing. Head of Creative Department. Film Director (Animation and Live Action).

VP, Creative Strategy

Vicimus

Mar 2017 - Feb 2019 (2 years)

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, wires, 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.



Creative Director

Sep 2015 - Mar 2017 (1 year 7 months)

Creative Director/CCO overseeing content and creative execution for Strategy Mob Magazine & www.strategymob.com working with small dedicated team at Powered By Dashboard, contributors and freelancers. Also a contributing guest writer writing strategies and tips on working with creatives and delivering break through creativity in automotive. Manages publication print production, digital content, issue timelines and works with distribution.

Strategy Mob Magazine is a quarterly printed, premium, high quality publication delivered to 15,000+ Automotive Retailers through out North America from a network of the industries top minds.

DASHBOARD

Chief Creative Officer

Dashboard

Mar 2015 - Mar 2017 (2 years 1 month)

worked as part Chief Creative Officer (CCO) and part Director of Marketing. Overseeing the creative department, new product innovations and day to day creative process at Dashboard as they transition from 14 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.

GREY

Associate Creative Director

Grey Canada

Dec 2012 - Mar 2015 (2 years 4 months)

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).

GREY

Senior Art Director

Grey Canada

Apr 2010 - Nov 2012 (2 years 8 months)

My primary focus at Grey Canada (Toronto HQ) is offering interactive creative guidance, art direction, UX design, inspiration and creative forward thinking to clients and fellow staff. With a heavy concentration on new technology possibilities, alternate thinking and engaging interactive content - whether it is a site, banner, campaign, digital billboard, touch surface, data visualization or whatever else is new and useful to developing cool ideas. I am also active in helping on new business pitches and presentations. I work closely with senior management, production and client on helping brands brave new ways to communicate.

Recently I have worked on an all new Canadian creative for Guinness including a TV spot (Art Direction and Copy Writing), Print and OOH.

DASHBOARD

Senior Art Director

Dashboard

Jan 2007 - Mar 2010 (3 years 3 months)

Senior Art Director and UX design 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. Accounts worked on thus far: AXE, Corus, CosmoTV, Cruzan Rum, Hellmann's, H&R Block, Home Hardware, Milk, Ontario Toyota Dealers Association, Sunlight Laundry, Swiss Herbal, Toyota Canada, Vaseline, Wrigely's Juicy Fruit and W-Network. (Partial list)



Instructor

Sheridan College

Aug 2006 - Dec 2006 (5 months)

taught creative thinking and presentation skills to 3rd year illustration students for 1 semester.



Lead Art Director

Little Green Tree Ltd.

Feb 2005 - Oct 2006 (1 year 9 months)

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 design, new media and stationary design. Worked with editors, junior designers, publishers and sales department in team based and leadership environments. Worked closely with various print houses from the file supply stage through to final proofing and approval of printed projects.



Web & Print Designer

Community Centre for Media Arts

May 2004 - Aug 2004 (4 months)

3 Month Contract to develop youth focused database web sites and print material. Worked in a team of 10, working closely with project coordinator, two programmers and content development team. Actively participated in development meetings and Design Direction.



Owner, Illustrator, Designer

Toy Twuk Studios

Aug 2001 - Jul 2004 (3 years)

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

Clients have included: AIDS Committee of Toronto, ATI, Atlanta Magazine, Backbone Magazine, Continental Magazine, CDRS Hamilton, Elm Street Magazine, Enroute, Exclaim, Fortune Magazine, Forward Acoustics, Homeworks Inspections, HTAB, Las Vegas Life, Plansponsor and the Toronto Jewish Film Festival. (Partial List)

Education



Sheridan College

Post Graduate Illustration, Illustration

2001 - 2002



Sheridan College

3 Year Certificate, Illustration

1998 - 2002

Honors & Awards



Gold Award – GSK Snore Phone App - CMA Media Innovation Awards

2014



Gold and Silver – GSK Snore Phone App - Marketing Awards

2014



Bronze - GSK Snore Phone App - AToMiC Awards

2014



GSK Snore Phone App - Advertising & Design Club Of Canada Awards

2014



GSK Snore Phone App - The One Show Awards

2014



Grand Prix + 2 golds - Milk Carton 2.0 - Cassies Awards

2013



Mobile Lion Silver - ValuableCheckin.ca - Cannes Lion Awards Show

2013



Bronze Lion - OOH Media - Guinness Window Pints - Cannes Lion Award Show

2013



2 Golds + Special Jury Selection "Marketing for good" - ValuableNetwork.ca - Marketing Awards

2013




2 Silver Pencils - ValuableNetwork.ca - The One Show

2013




Gold - ValuableNetwork.ca - Art Directors Club of Canada


2012


 **Tomorrow Awards ADC of NY - ValuableNetwork.ca** - Art Directors Club of New York
2012

 **Gold & Silver - ValuableNetwork.ca** - London International Awards Show
2012

 **Cyber Lion Bronze - ValuableNetwork.ca** - Cannes Lion Award Show
2012


 **OOH – Guinness Window Pints** - Communication Arts Advertising Awards
2012

 **OOH Non-Standard Format Single - Guinness Window Pints** - Marketing Awards
2012

 **3 Interactive Awards - ValuableNetwork.ca** - Applied Arts Interactive Awards
2012
2012 Applied Arts Interactive – Public Service/Charity (Non-Profit)- ValuableNetwork.ca
2012 Applied Arts Interactive – Pro Bono – Missing Children Society Search Tool
2012 Applied Arts Interactive – Social Media – ValuableNetwork.ca

 **Silver – Media Innovation – Global Mood Clock** - Advertising Design Club of Canada
2011

 **Best Marketing Interactive application - The Mood Clock** - International Advertising
Competition Awards
2011

 **Silver: Matching Message to Medium - GSK Snore Phone App** - Cassies
Feb 2016
2017 Cassies - Silver:Matching Message to Medium - GSK Snore Phone App

Skills

Creative Direction • User Experience • Art Direction • Creative Strategy • Advertising • Concept Development •
Graphic Design • Illustration • Social Media Marketing • Interactive Advertising