

# Todd Lawson

Creative Director for Advertising,  
Branding & SaaS. Art Director,  
Designer, UX'r, Artist, Occasional  
Writer for 20+ years.

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## Awards & Accolades:

50+ awards national and international for marketing,  
branding, illustration and design.

## Creative Skills:

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

## 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

## Information Skills:

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

## Social Skills:

Interpersonal Skills, Public Speaking, Storytelling,  
Mentoring, Teaching

## Chief Creative Officer | Vicimus

(Mar 2019 - Present)

Key Brands Worked on: Bumper, GloveboxCMS, Odometer,  
Selectroicide, Strategy Mob Magazine/Community, Nissan  
Canada, Toyota Dealers Association, Canadian AutoShow,  
OnlineKars, RevUps, Vicimus (Company/SaaS Hero Brand),  
Suburban Ford

- + Manage the creative department for internal design,  
marketing, branding, Social for multiple software products,  
UX & UI, and services as well as external creative marketing  
services.

## Freelance UX Consulting | Miner Thought

(Jan 2009 - Present)

Key Brands Worked on: Blulvy, iWorkyWorky, EquoShift,  
Neighbourhood Coffee, Quantum Gelato, BlueKote, We Are  
Social Toronto (Social Advertising Pitches/New Business)

## VP, Creative Strategy | Vicimus

(Mar 2017 - Feb 2019)

Key Activities: Oversaw the launch of the Vicimus Brand after  
being acquired and rebranded multiple products as well as  
developed annual marketing plans from strategy to execution.

- Managed creative departments and staff of twelve creatives  
including writers, coordinators, editors, animators, illustrators,  
+ designers and art directors on a wide range of projects

## Chief Creative Officer | Dashboard

(Mar 2015 - Mar 2017)

Key Activities: Overseeing the creative department, new product  
innovations and day to day creative process at Dashboard.  
Worked with owner to transition company from 14 years in direct  
client advertising to product design and software development As  
a SaaS (Software as a service) firm. Work also covered traditional,  
digital advertising, branding and the creation of high quality print  
magazine Strategy Mob (30K circulation USA and Canada) From  
concept to finished issues.

## Associate Creative Director | Grey Canada

(Dec 2012 - Mar 2015)

### Senior Art Director (Apr 2010 - Nov 2012)

Key Brands Worked On: Guinness, Post Cereals (Grape Nuts,  
Shreddies, Honey Bunches Of Oats, Great Grains), GSK (Abreva,  
Breathe Right, Pronamel, Sensodyne), Missing Children Society Of  
Canada, Sagicor, Playtex, Scotia Bank, HSBC, Bombay Sapphire,  
Cymbalta.

- Led digital creative projects as agency's Digital User  
Experience Lead and Associate Creative Director. Including  
+ Graphic Design, Architecture, wire-frame creation and BRD  
creation.

## Senior Art Director | Dashboard

Jan 2007 - Mar 2010

Key Brands Worked On: Unilever (AXE, Hellman's), Cruzan Rum,  
Corus, CosmoTV, H&R Block, Home Hardware, LCBO, Milk,  
Ontario Toyota Dealers Association, Sunlight Laundry, Swiss  
Herbal, Toyota Canada, Vaseline, Wrigley's Juicy Fruit, W Network.

## Instructor | Sheridan College

(Aug 2006 - Dec 2006)

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

## Nice People Saying Nice Things...

*Todd Lawson is a "Swiss-Army-Knife" of creativity. Physical or digital, no matter, he can do it fast and he can do it very, very well. He is a Jack of all trades and a Master of all. Hire him, quick, you won't regret it.*

**Glen Hunt** | Ex CCO/CTO, V7/Cossette

*Todd is a true talent, equal part user experience and idea minded he's fluent in multiple communication languages.*

**Patrick Scissons** | Co-Founder & CEO, The Ostrich Algorithm / Ex CCO, KBS/Grey/Syncapse/BBDO

*He embodied all of his creative works characteristics while also being one of the most calm, cool and collected creatives that I've had the pleasure of working with.*

**Barry Hillier** / Co-Founder & CIO At EquoShift / Former Owner/Founder At Dashboard

*Todd is a talented senior creative that has incredible dedication and passion. His ability to understand the objectives and deliver relevant, exciting creative is outstanding.*

**Brian Steinhauer** / Co-CEO / Discovery Loft

*Todd is one of those rare creative professionals who not only produces beautiful and inspired design, but actively leads the process around it. He understands the sweet spot where business objectives and creative innovation intersect and is extremely adept at bringing fresh insights to the projects he works on.*

**Gayle Lunn** / Partner / Rebelles Research

*Todd's strong leadership, communication and customer service skills were the reason this project was such a huge success for the AutoShow. It didn't matter what the task or request was, he made it happen for us. We cannot thank him enough as he was a true pleasure to work with!*

**Stephanie Thompson** | Manager, Marketing & Operations | Canadian International AutoShow

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## Lead Art Director | Little Green Tree Ltd.

(Feb 2005 - Oct 2006)

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.

- + Key non-Publication Design Accounts: Burlington Ribfest, Independent School Association Of Ontario, Lexus of Oakville, Seven Star Sports, Sunveil Sunwear, St George Apple Festival.

## Owner, Illustrator, Designer | Toy Twuk Studios

(Aug 2001 - Jul 2004)

Brands Worked On: AIDS Committee of Toronto, ATI, Atlanta Magazine, Backbone Magazine, Continental Magazine, CDRS Hamilton, Elm Street Magazine, Enroute, Exclaim, Fortune Magazine, Foward Acoustics, Homeworks Inspections, HTAB, Las Vegas Life, Plansponsor and the Toronto Jewish Film Festival.

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

## Sheridan College

Post Graduate Illustration

2001 - 2002

3 Year Certificate

1998 - 2002

## Early Years

Did some growing up

1978 - 1998

## Born

1978