

**Todd Lawson**  
Burlington, Ontario, Canada

prolific@toddlawsoncreative.com  
647-338-2350  
www.toddlawsoncreative.com  
linkedin.com/in/toddlawson

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

**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

**Executive Creative Director | Blink**

**(November 2021 - Present)**

Key Brands Worked on: Oceans Seafood, Millionnaires, Gold Seal,  
Staples Canada, Variety BC Charity, Telus, Oregon Group.

+ Making magic happen leading both the creative department  
as well as the interactive development department. Growing  
an agency to a multi-office national independent group,  
building out new processes and structures, learning every day.  
Occasional copywriter and art director.

**Chief Creative Officer | Vicimus**

**(Mar 2019 - October 2021)**

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.