


Todd Lawson

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Summary

I have over 20 years of experience in Creative disciplines within design, advertising and product (SaaS) firms. this includes over 12 years of team and department leadership as well as over 7 years of hands-on product and software management.

UX Skillsets include CX strategy, Personas, Journey Mapping, Documentation, User Interviews & Research, User Interfaces (UI), Information Architecture Mapping (IA) and User Experience Design (UX). Advertising & Marketing skillsets include strategy, creative direction, art direction, design, copywriting, project management and people management.

I have brought 5 SaaS AutoTech Products to market. I also have extensive experience in process development, operations, UX documentation, creative strategy and user centric research. Beyond design and SaaS Product development I have helped to create globally adopted experiences, launched hundreds of websites and created award winning (Cannes, One Show, and more) brand and advertising campaigns.

I prefer a disciplined, analytical, data and user centric approach to problem solving and creative thinking that has served me well living between creativity and technology for the bulk of my career.

Experience

Executive Creative Director (Leading Creative, UX Design & Dev)

Blink Creative Agency

Nov 2021 - Present (1 year 3 months)

Currently I oversee the Creative, Production and Development departments and improving operations for a design and marketing agency.

Since starting in my current role in late 2021 I have introduced key missing elements and steps to those processes, transitioned agency file storage to new platforms, introduced new company HR operations and staff review processes, reworked digital project process. This has included driving better planning with discover, research and BRD tools as well as developed a multi-year, multi-department staffing plan to scale with budgets.

Current clients include: Oceans Seafood (4 brands + Parent brand), Staples Canada, Variety BC Children's Charity, Royal House of Medici, Epson Canada, Telus B2B, RBC Corporate, ZE and a variety of start ups.

Chief Creative Officer (Product Management, UX & Branding)

Vicimus

Mar 2019 - Oct 2021 (2 years 8 months)

Over 7 years I oversaw the transition of an agency into a SaaS company, Helped guide multiple products to market and rebranded the parent company. Managing a UX & UI department for product and interactive development including software documentation, BRDs creation, Information

Architecture, UI design, UX research and design, wireframe prototyping, high fidelity design, in-house marketing plans, software and parent company branding, trade shows, product launches and creative services.

Helped design, market and launch multiple SaaS products including Bumper, GloveboxCMS, Odometer, OnlineKars, RevUps

Helped brand, advertise and design for multiple clients: Strategy Mob Magazine/Community, Nissan Canada, Toyota Dealers Association, Canadian AutoShow, Vicimus (Company/SaaS Hero Brand), Phaeton Automotive Group (6 Store Retail Automotive Group), Suburban Ford (Automotive Retail Group)



Owner, UX & Information Architect

Miner Thought

Jan 2009 - Oct 2021 (12 years 10 months)

Contract product and digital interactive UX planning with design services. Products worked on include iWorkyWorky, Blulvy, EquoShift

Miner Thought maps out complex interactive experiences for companies and start-ups who lack in house UX Leadership. We may take on all aspects of the process including project management to launch or a portion of the process such as creating documentation (BRDs or Wikis or Confluence pages), information architecture (IA), wireframes or even user interface high-fidelity design (UI).



VP, Creative Strategy

Vicimus

Mar 2017 - Feb 2019 (2 years)

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

Oversaw the launch of the Vicimus Brand after being acquired.



Chief Creative Officer (Product Management, Discovery, UX, & Design)

Dashboard

Mar 2015 - Mar 2017 (2 years 1 month)

Oversaw the creative department, new product innovations and day to day creative process at Dashboard. Worked with agency 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. Lead Creative Product Design (UX/UI/Prototyping), research and innovation. Co-authored product plans and helped carry multiple products to launch.

Developed and led production of high quality print magazine Strategy Mob (30K circulation USA and Canada) From concept to finished issues. Including all creative direction, production management and brand creation with a small dedicated team. Overall all marketing, sale material design and trade-show material.



Associate Creative Director & Digital UX Lead

Grey Canada

Dec 2012 - Mar 2015 (2 years 4 months)

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.

Created globally award winning advertising campaigns and designs for some of the biggest clients in the world. Ranked in the top 15 art directors in Canada twice (Strategy magazine Creative Report Card) and won over 50 advertising awards including multiple Cannes Lions.

Key Brands Worked On: Guinness (Art Director & Copywriter), 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, Target Canada (Retail Canadian Launch), T-Mobile (Tele-retail), HSBC, Bombay Sapphire, Cymbalta.



Senior Art Director

Grey Canada

Apr 2010 - Nov 2012 (2 years 8 months)

Led all digital creative projects as agency digital UX lead on multiple brands and dozens of websites and digital activations.

Worked as Lead Senior Art Director with Copywriter partner and directly with Executive Creative director to create multiple award winning advertising campaigns and ideas for a large range of brands.



Senior Art Director

Dashboard

Jan 2007 - Mar 2010 (3 years 3 months)

Senior Art Director for interactive strategic digital agency Dashboard designing direct and digital experiences..

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 (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 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 (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, Foward 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

Skills

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