



## Todd Lawson

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[LinkedIn Profile & Endorsements](#)

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[Work Examples](#)

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

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

**SINCE 2001** I have worked at all levels of the creative process in a variety of fields. I have created, lead and influenced the execution of globally award-winning creative solutions in roles ranging from Chief Creative Officer, Vp Creative Strategy, Creative Director, Associate Creative Director, Art Director, Designer, Writer, production artist, animator, 3D designer, direct client contact and managing director. In that time I have worked in marketing, advertising, design, illustration, CGI, publishing and software product design industries (SaaS).

My latest role has been as VP, Creative Strategy for Vicimus as the gatekeeper for the company's creative pulse on design direction, UI and UX, product development, marketing and creative services and idea mining. Internally helping to develop overall department process & operations, mentoring & guiding creative staff, managing clients directly.

Previous to this position I worked at Dashboard (acquired by Vicimus) as their CCO transitioning a 16 year old marketing firm into software developer. Before that at Grey Canada I worked as the agency's Digital User Experience Lead and Associate Creative Director - where I helped the company win 2013 Agency of the Year by the Advertising & Design Club of Canada and other firms earlier in my career.

I live for over-thinking, over-refining, over-pushing and creating a Full-Stack Creative Culture where expectations are to find a solution even if you have to teach yourself a tool or skill to do it.

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### 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, Sagicor 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](http://www.toddlawson.com))

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**THOSE I'VE TALKED TO**

- Opening speaker at 2015 RGD Creative Directions Conference
  - Guest speaker at Sheridan College, 2004
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**THOSE I'VE HELPED**

**VP, Creative Strategy** (March 2017 – present)  
Vicimus, Toronto, ON  
([www.vicimus.com](http://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](http://www.ChooseNissan.ca) and Nissan Commercial Vehicles) and The Toyota Dealers Association ([www.getyourtoyota.ca](http://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](http://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.

