

mike lucas

A strategic thought leader with a passion for creativity, design, marketing and problem-solving.

416.996.4844 | mike@vinyldust.com | vinyldust.com

Experience **Design Director | Cineplex**

March 2018 - Present

Overview: Creative design leader for in-house agency. Oversees brand design, digital signage, menu boards, pre-show motion graphics, web/mobile design and all other branded touch-points. Creates innovative campaigns and contributes creative ideas across all company businesses. Manages strategic planning, budgets and project deliverables. Supervises 12 designers and network of creative freelancers.

Major accomplishments:

- Led the re-brand of Cineplex visual identity system and branding
- Created 7 new brands and identities for other Cineplex business units
- Supported the growth and culture of a new creative team in a corporate environment

Creative Technologist | July 2015 - March 2018

- Led the re-brand of Cineplex visual identity system & branding
- Designed & championed new workflows & project management system
- Grew & supported in-house agency from team of 2 to 10

Senior Producer, Digital Media | March 2012 - July 2015

- People Leader managing team of 2 designers from across organization
- Created and implemented fundamental creative brief processes
- Led redesigns of menu boards for Core concessions, Outtakes & Poptopia

Digital Media Producer | April 2010 - March 2012

- Creative ideation & design for 3 brands including UltraAVX, Poptopia & Outtakes
- Create & manage all content at 13 all-digital theatres
- Designed entire UI for Mobile Express ticket kiosks

Digital Marketing Designer & Programmer | Yellow Pages

December 2008 - April 2010

Overview: Managed all of the online activity for the advertiser's communications team. Responsible for all online content changes including imagery & design, flash animation, content capture forms, and e-mail deployments. Aided in creation of several training videos for sales force. Managed hosting solutions and content management systems.

New Media Specialist | Sun Media

June 2006 - November 2008

Overview: Managed online advertising for *The Observer's* online news website. Facilitated the shift from print advertising to online spending. Responsible for the creation of all video and print promotional pieces for the web site and for several other local businesses that resulted in doubling 50,000 weekly visits, over 100k views of YouTube channel and a new online visual identity

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A few additional things you might like to know about me.

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Education

Design Management Certificate Program

2015 - Present
Ryerson University, Toronto, ON

Multimedia Design Advanced Diploma Program

2003 - 2006
Durham College, Oshawa, ON

Disciplines

Creative Strategy	Budgeting & Resourcing
Concepting & Ideation	People Leader
Marketing Communications	Rapid Prototyping
Project Management	E-Commerce
Design & Art Direction	Content Management Systems
Augmented Reality	Packaging Design
User Interaction & Experience	Motion Design & Animation
Digital & Social Strategy	Music Technology & Sound Design
App & Mobile Design	iOS Design & Coding
Web Design & Development	

Software, Services & Languages

Photoshop	Hazel	Workfront	HTML5
Illustrator	MindNode	Slack	CSS
After Effects	1Password	IFTTT	XML
Premier	Trickster	Zapier	PHP
InDesign	Spark	WordPress	Objective C
Sketch	Alfred	Omni Suite	AppleScript
Cinema 4D	Squash		Apple Xcode
MS Office & iWork	Textwrangler		

Community

Durham College Web & Interactive Media and Media Fundamental Program advisory committee

2016 - Present

Speaker at Slack Amazing Teams Toronto

April 2016

Portfolio

Available 24 hours a day, 7 days a week at vinyldust.com