

# mike lucas

A strategic design leader with a passion for creativity, marketing, technology & problem-solving.

416.996.4844 | mike@vinyldust.com | vinyldust.com

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## Experience **Design Director | Cineplex**

March 2018 - Present

**Overview:** Award-winning design leader for in-house agency. Oversees brand design and identity, marketing campaigns and activations, food and beverage menu boards, digital signage, pre-show motion graphics, web/mobile design and all other branded touch-points. Creates innovative campaigns and contributes creative ideas across all company businesses including The Rec Room, World Gaming & Playdium. Manages strategic planning, staff and freelance budgets and project deliverables. Translates functional business needs into creative that converts and engages. Experienced in sourcing, negotiating and working with external suppliers, photographers, illustrators, artists. 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 various Cineplex business units
- Supported the growth and culture of a new creative team in a corporate environment
- Oversee over 1100 annual projects across the team
- Lead & direct over \$225,000 in annual external photography and illustration work

### **Creative Technologist | July 2015 - March 2018**

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

### **Senior Producer, Digital Media | March 2012 - July 2015**

- People Leader managing team of 4 designers from across organization
- Created and implemented fundamental creative brief processes
- Led redesigns of menu boards for Core concessions, Outtakes and Poptopia

### **Digital Media Producer | April 2010 - March 2012**

- Creative ideation & design for 3 brands including UltraAVX, Poptopia and Outtakes
- Created and managed all digital signage content at 13 all-digital theatres
- Designed entire UI for ticket pickup kiosks in theatres

## **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 online content changes including imagery and design, flash animation, content capture forms, and e-mail deployments. Aided in creation of several training videos for salesforce. Managed hosting solutions and content management systems.

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

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## Experience

Continued

### 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.

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

## Software, Services & Languages

Photoshop	InDesign	Workfront	CSS
Illustrator	Sketch	Slack	XML
After Effects	Cinema 4D	WordPress	PHP
Premier	MS Office & iWork	HTML5	Apple Xcode

## 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](http://vinyldust.com)