

# mike lucas

## A strategic creative leader with a passion for creativity, marketing, technology & problem-solving

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### Experience **Design Director | Cineplex**

March 2018 - Present

**Overview:** Multiple award-winning creative leader for Cineplex' in-house agency. Oversees brand design and identity, marketing campaigns, food and beverage menu boards, digital signage, pre-show motion graphics, web/mobile design and all other branded touch-points for over 170 locations across Canada. Creates innovative campaigns and leads creative ideas across all company businesses, including Cineplex Theatres, The Rec Room, Playdium and WorldGaming Network. Manages strategic planning, staff and budgets and project deliverables. Translates functional business needs into creative that converts and engages for both B2C and B2B audiences. Experienced in sourcing, negotiating and working with external suppliers, photographers, illustrators, artists. Supervises a team of 28 creatives, including graphic designers, copywriters, video editors & project managers.

#### **Major accomplishments:**

- Built and scaled in-house creative team from 1 to 35 staff members
- Implemented chargeback system to best prioritize & support the organization
- Created & added 3.1 Million dollars worth of annual creative value to the organization
- Led the re-brand of Cineplex visual identity system and branding
- Created eight brands for Cineplex, including UltraAVX, Playdium & Outtakes
- Manages a team that executes 1100+ projects annually across the lines of businesses
- Created & implemented a new email strategy & design system for Salesforce emails
- Direct over \$350,000 in annual external video, photography and illustration work

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

- Designed and championed new workflows and project management system
- New designs for menu boards increased sales by 10%+ in same-store revenues
- Grew and supported in-house agency from a team of 4 to 10

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

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

#### **Digital Designer | April 2010 - March 2012**

- Creative ideation & design for three 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

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

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## Experience

Continued

### 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 email deployments. Aided in the creation of several training videos for salesforce. 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.

## 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
- Design & Art Direction
- Branding & Visual Identities
- Creative Operations
- On-Set Creative Direction
- Budgeting & Management
- Marketing Communications
- App & Mobile Design
- Web Design & Development
- Content Management Systems
- Motion Design & Animation
- Music Technology & Sound Design

## Community

### Durham College Web & Interactive Media Program advisory committee

2016 - Present

### Speaker at Henry Stewart Creative Operations San Diego

November 2019

### Speaker at Slack Amazing Teams Toronto

April 2016

## Awards

- Merit Winner in the HOW In-House Design Awards 2018 for Melt
- Merit Winner in the HOW In-House Design Awards 2018 for The Greatest Joy
- Gold 2016 CMA Winner for Lily & the Snowman in Consumer Services & Digital

## Portfolio

Available 24 hours a day, 7 days a week at [vinyldust.com](http://vinyldust.com)