

# LUCAS CARMONA

Creative Lead / Senior Designer  
/ People First Manager

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## SUMMARY

With over **17 years** of experience as a Creative in Toronto, Canada, I've honed my skills in graphic **design**, bringing a keen eye for **innovative** design and a talent for compelling **storytelling**. My meticulous attention to **detail** has consistently led to exceptional graphic design projects across **diverse** industries. I'm well-versed in leveraging design to tell **captivating** stories. I'm eager to bring my expertise to a Senior Design role, where I can infuse fresh **creativity** into visual communication.

## WORK EXPERIENCE

### Brainrider, 2017- 2023

#### Creative / Design Lead - 2021-23

As a Creative Lead from 2021 to 2023, I directed projects for notable companies like Meta, Lyft, Instacart, Purolator, Cogeco, and Amazon. My responsibilities included leading teams in Content, Design, and Digital Marketing, ensuring our work aligned with client objectives while maintaining high-quality standards.

In my role as a Sr. Designer at Brainrider from 2017 to 2021, I collaborated with clients, directors, and content specialists. I managed a highly skilled group of designers to generate innovative ideas and marketing solutions for B2B companies. Implementing B2B design best practices, we crafted and executed multi-format solutions that aligned businesses with their buyer's journeys, achieving superior results.

#### Work Highlights:

- **Strong team building skills:** Established and managed a team of 3 directors overseeing 40 individuals across Canada, the US, and the UK, supporting their goals and achievements.
- **Effective quality control:** Oversaw the quality of output and reviewed work and deliverables for quality and accuracy.
- **Strategic collaboration:** Worked with other directors on new opportunities and business direction, participated in internal brainstorms and strategy sessions, and served as the primary interface between Creative and Account teams.
- **Financial management:** Oversaw the Studio budget, held department heads accountable for meeting their department targets and goals, and worked closely with the resource manager to identify resourcing gaps and efficiencies while ensuring optimal utilization of teams.

### Cactus Design, 2016- 2017

#### Art Director/Senior Designer

At Cactus Design, I was responsible for conceptualization, Art direction, development and production of design solutions for clients in the B2B and B2C area while maintaining quality and client goals. Projects included but not limited to branding, packaging, web etc..

## **Wickware Communication, 2011- 2016**

### **Art Director/Senior Designer**

At Wickware, I was responsible for conceptualization, direction, development and production of design solutions for clients in the financial sector and startup ventures. My work helped drive advertising engagement and bottom-line business results for clients in the financial sector.

## **B-Street Communication, 2008-2011**

### **Lead Designer**

At B-Street communications, I was part of a large production design team involved in the design and development of branding, advertising, promotional, packaging and interactive solutions for medium and large companies.

## **EDUCATION AND COURSES**

- Speaker at Design Leadership by Invision : Design Team Structure in a Digital Marketing Agency (2022)
- Panel Speaker at RGD. Topic: Staying current from home & how to feel less disconnected. (2021)
- Design Dept., Design Leadership Fundamentals, 2019 (Certificate)
- OCAD University, Toronto. Continuing Education: Web Design Course (HTML and CSS review), 2010
- George Brown College, Toronto. Diploma: Graphic Design (Dean list), 2005-2008
- University Jorge E. Coll, Argentina. Degree: Physical Education Teacher (3 years completed), 1998-2001

## **HARD AND SOFT SKILLS**

- **Leadership**, coaching, and mentoring (currently mentoring designers on adplist.org)
- **Creative** and digital marketing, including specialized knowledge in the B2B space
- **Process** development and improvement
- Completed **Inclusive** Leadership Program (Equity, Diversity, and Inclusion) with Anne Marie Shrouder
- **Proficient** in Adobe Creative cloud and Microsoft Office, experienced in Sketch, and InVision, and knowledgeable in Figma, CSS, HTML, and AI.

Check recommendations [here](#)

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**LATEST WORK:** [Portfolio Sample](#)