

RICHARD LANTZ

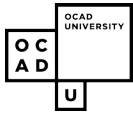
Art Director

647.268.4148
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MY WORK

www.richardlantz.com

MY EDUCATION



OCAD University
*Bachelors Degree of
Photography*



Seneca College
*Diploma in
Digital Media Art*

TOOLS



REFERENCES

Geoff Jones *Director of Social Media at Community*
p. 416-906-7695 e. Gjones@thecommunity.ca

Connor Scallon *Account Director at Rain43*
p. 647-284-2434 e. connor.scallon@gmail.com

Jillian Marshall *Account Manager at SID LEE*
p. 416-303-7970 e. Jmarshall@sidlee.com

WHO AM I?

I'm a Digital Art Director with experience in **social media content / creative strategy, graphic design, and UX**. I have a history of working in **photography, animation, and video**. I'm hard working, cooperative and bring a positive fun attitude to the workplace.

I spend my time away from the studio on a baseball diamond, behind a camera, at a lake, or in a hockey rink. I am an avid Toronto sports fan, and I have a vast knowledge of sport and sport culture.

MY WORK EXPERIENCE

Publicis Canada

Art Director 2015 - current

I create work for clients such as **Home Depot, Rogers, Alfa Romeo, Jeep, Chrysler, WestJet, and LG**. Regardless of whether I work independently, as part of a creative team or while supervising & training other Jr. designers, my role continues to grow.

At Publicis I started with fast paced conception and execution of individual posts. My role has evolved to include working in tandem with strategists to conceive long term creative social platforms; collaborating with development teams of website creative; and creating new digital and mass advertising, including the full start to finish development of interactive social canvas units.

I excel in the creation of a brand narrative which feels authentic, and seamlessly integrates with messaging from mass campaigns and events.

Pace & Mind Inc.

Art Director & Co-Founder 2014-2016

As a Co-Founder at Pace & Mind I was an integral part in the creation of the company. I oversaw the creation of our brand identity, implemented that brand in clothing, web design, Editorial, and social content. With Pace & Mind we built a community of runners around a marathon coaching service while using the Pace & Mind brand and slogan, "RUN FOR YOUR LIFE", as a banner that the runners united around.

Iconica Communications Inc.

Designer 2009 - 2013

I was responsible for managing all creative needs of many small business clients. My job consisted of Branding, photography, web design, print, and social media.

- **StopConcussions.com** - *Design & Photography 2011 - 2014*
- **Freelance** - *Design & Photography 2007 - 2015*
- **Hockey Hall Of Fame** - *Museum Staff 2003 - 2008*
- **Hockey Coach** - *Volunteer & paid instructor 2001 - 2016*