

Richard Lantz,
Associate Creative Director,

Richard is a creative leader with a diverse background in digital advertising, graphic design, UX/web, animation, video and photography. Richard is as passionate about his work as he is about enjoying the process of making it.

Contact info

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Current responsibilities:

- Liaising with clients through creative presentations, and developing presentation decks to present work.
- Leading creative teams across content and digital for multiple brands.
- Leading the design process on website builds, working collaboratively with our web development team, Q.A., animation, writers and producers.
- Guiding the visual and conceptualization for multiple brands, including typography, design, and motion.
- Photographing live assets used in client work.
- Collaborating with creative teams in development of advertising campaigns.
- Utilizing the Adobe Creative Suite to create and edit all digital assets.

EXPERIENCE

Rain 2018-Present

Associate Creative Director, Digital & Content (March 2021-Present) Art Director (2018-2021)

Accounts: Freedom Mobile, UBC, DeWalt, Irwin, Craftsman, Future Skills Centre, The Hockey Factory, Alberta Securities Commission, Actually Foods, Microsoft X-box, TRBOT, Toyota Dealers Association, IESO, Save On Energy, Syncrude, Triangle, Thrive, Minto.

- Pioneered the creative side of our content production process, which has yielded fully-produced content for Xbox, Craftsman, The Hockey Factory, DeWALT, IRWIN,

Freedom Mobile, Ontario Toyota Dealers Association, Toronto Region Board of Trade and UBC.

- Created the Joseph Brand Hospital Foundation's website, and "You are more than just a business" corporate donation campaign platform.
- Led the global creative launch of a large campaign for new products for IRWIN tools.
- Led the creative design and build of the Actually Foods website.
- Created the CRAFTSMAN Passion Projects platform, which brought the brand out of the USA and into the Canadian market with an influencer-first strategy focused on how the brand helps consumers pursue their passions.
- Helped the Alberta Securities Commission inform young adults of the risks of online investment fraud with the digital first #TakeSomeTime campaign, utilizing a digital excuse bot.
- Created The Future Skills Centre's 'pivot today, succeed tomorrow' campaign, including OLV, digital, and web.
- Led the creative design rebrand of multiple programs for the Toronto Region Board of Trade. Including the new TAP Program.
- Created Microsoft Global's first ever haptic banner ad unit for the XBOX Gamepass service.
- Led design for Syncrude.ca website which transitioned the brand to a stories first approach to content.

Publicis / Nurun 2015-2018

Art Director

- Led creative in digital & web for – The Home Depot, Alpha Romeo, Dairy Queen, Red Lobster, LG, Canada Post, WestJet, Jeep, Dodge, Chrysler, Rogers.
- Responsible for the updating of Home Depot's landing pages via the creation of a digital library for both Mobile and Desktop.
- Served as the primary for social media across all brands. This included everything from transitioning Home Depot to a social first sale strategy, to designing and executing canvas ad's for Alpha Romeo which are used by facebook as examples of how to use the platform.
- Led design on the new Publicis Canada website. This website and process pioneered a "storytelling first" strategy for the agency which has spread to social media.

Pace & Mind 2014-2016

Co-Founder / Art Director

- Founding member of a team who built the company to become a successful sports brand from the ground up.
- Was responsible for the creation of the logo / brand, and its implementation across all media from print, to video, web, apparel, and a fully wrapped automobile.

Iconica Communications Inc. 2010-2013

Designer / Photographer / Videographer

- Responsible for all aspects of managing the visual brand of our clients. From the creation of a visual look and feel for the company, to implementing it within all their marketing materials.
- Created many small business brands and blew them out across all necessary advertising / marketing platforms, in digital as well as print.