



9-5

MOMENTUM WORLDWIDE (Toronto) - 07.2022 - Today associate creative director // art director

Creative lead on General Motors, managing creative and production teams in all facets of XM, digital, social, influencer and broadcast. Deep integration with other Momentum offices including New York, Atlanta, and London (UK) working on existing projects and new business. Other accounts include Moosehead Breweries, DANONE, and Converse, for which our activation "CONVERSE SESSIONS" was awarded Bronze at the 2024 Clios.

GENERAL MOTORS (Chevrolet, Corvette, GMC Trucks, Cadillac), Moosehead Breweries (Twisted Tea, TRULY), Danone, Ontario Lottery Corporation, United Airlines, Chevron, Converse

FUSE Create - 07.2019 - 02.2022 associate creative director // art director

Co-creative lead on CIBC, managing creative and production on all things brand, CRM, MarCom and Sponsorship. One time we named the bank after one of their clients. That was a fun day.

CIBC, Ricola, Proximo (including Bushmills, 1800 Tequila, Proper Twelve), Purolator, Air Miles.

Juniper Park/TBWA - 12.2018 - 07.2019 senior art director (Contract)

Created "I Can", the launch campaign for Capital Group, one of planet Earth's largest financial holding companies. Shot in Toronto, edited in LA. The caviar benedict at breakfast was excellent.

Nissan, Capital Group, CIBC, Emergen-C, GoDaddy

SID LEE - 07.2018 - 11.2018 senior art director

Crafted 360 Launch campaign for DAZN and Fuel Transport. Time here was cut short due to DAZN pulling its creative in-house with no review.

DAZN, Fuel Transport

UNION - 07.2017 - 06.2018 senior art director

INFINITI, AB-InBev (Alexander Keith's), EQ Bank

Publicis - 05.2015 - 06.2017 senior art director

Rogers Communications, Toronto Transit Commission, Home Depot, LG.

5-9

I'm one of those guys who spends a lot of time on vacation planning the next vacation. I'm city folk and I love wandering through the streets of Toronto, New York, Chicago, San Jose (Costa Rica), Bangkok, Paris, Rome, or Istanbul and just absorbing the energy. Some people go for the architecture or the museums; I just wanna see random people dancing in the rain.

I'm also an avid car nerd. Not the kind that can re-build an engine in their sleep; I mean the kind who loves the beauty of the thing. I believe people choose cars the same way they choose clothes; Yeah you need jeans, a T-shirt, and a 4-door family sedan, but sometimes you wanna suit up. And you know what would go GREAT with that tie? A 1963 Thunderbird in powder blue.

Like what Joe Strummer used to drive.

Yeah, that'll do.

When not racking up frequent flyer points or putting miles under the rubber, I can be found at an outdoor concert or some moody venue watching a Joy Division cover band. Or maybe I'm re-watching all of Winning Time. Or maybe I'm at some sidewalk cafe, sipping tiny liqueurs and talking in a very pretentious tone about Joy Division and Winning Time.

Honestly it's not as insufferable as it sounds.

Swing by, you're always welcome.

spare time

Some other fun facts about me:

- Began my career as a graphic designer. Started at the Studio, now we here.
- My first brief as an art director was for Porsche. Which means I've been working on cars for my entire creative career.
- I have dual citizenship, in Canada and the UK. The accent mashup is...something.
- I was a movie extra in college. Hugh Jackman tried to set me up with Anna Paquin on the set of X-Men. It did not happen. Hence, my need for a resume.
- Star Wars and Simpsons quotes is my second language.

