

Frank Lawlor

Creative Director

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Chicago, United States 📍

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For over 15 years, I have helped global brands tell memorable stories. It's been my privilege to work with some talented teams on some inspiring projects for brands like Motorola, Project (RED), Red Cross, Motorola Solutions, US Foods and Trunk Club.

WORK EXPERIENCE

Creative Director, Principal Frank Lawlor Creative, LLC

12/2017 - Present Chicago, IL

<https://franklawlorcreative.com/>

Achievements/Tasks

- Brand strategy: ACI Learning, ISACA, Red Belly Honey, Turning Pointe Autism Foundation
- Photo & video: US Foods, Motorola, Glanbia Foods, Party Can, Flexera, Mitsubishi Electric, Morton Salt
- Web design & development: ACI Learning, ISACA, Eat Your Greens

Creative Director Trunk Club

04/2015 - 01/2017 Chicago, IL

Online personal stylist brand, purchased by Nordstrom

Achievements/Tasks

- Led an internal team of copywriters, designers and photographers
- Responsible for brand voice executions within print, direct mail, photo and video
- Brand strategy and execution for Trunk Club Women's and Trunk Club Custom
- Creative direction on national TV spot "Trunk Club: Rites of Passage"

Global Brand Creative Director Motorola Solutions

03/2009 - 03/2015 Chicago, IL

Achievements/Tasks

- Developed global brand and go-to-market strategies
- Lead global team of designers, photographers, writers
- Oversee all digital communications, including product and lifestyle photography

Interactive Creative Director Motorola

12/2005 - 03/2009 Chicago, IL

Achievements/Tasks

- Developed online creative strategy for global redesign
- Lead global internal and agency teams on award-winning digital creative projects

SKILLS

creative direction

creative leadership

brand strategy

photography

cinematography

illustration

digital design

UI/UX

agency management

VOLUNTEER EXPERIENCE

Board Member

Turning Pointe Autism Foundation

01/2014 - 12/2015

Naperville, IL

Education for students affected with autism

Tasks/Achievements

- Brand strategy

HONOR AWARDS

2011 AIGA "Making The Case" Award (11/2011)

AIGA

- Recognition for rebranding Motorola Solutions, Inc