

Frank Lawlor, Creative Executive, Chicago, IL

Portfolio: <https://franklawlorcreative.com/>

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For over 15 years, I have led global brands in conceptualizing, planning, and producing content that resonates with target audiences. It's been my privilege to lead teams for fashion, technology and food brands like Motorola, Product (RED), Red Cross, Motorola Solutions, US Foods, Glanbia and Trunk Club—taking style, copy, and key messaging and effectively interpreting them to develop concepts, strategies, visuals and experiences that exceed goals.

WORK EXPERIENCE

Creative Director & Principal

Frank Lawlor Creative, LLC (12/2017 - Present) - Chicago, IL

- Creative concepts and storytelling: ACI Learning, ISACA, Red Belly Honey
- Photo & video: US Foods, Motorola, Glanbia, Flexera, Mitsubishi Electric, Morton Salt
- Web design & development: ACI Learning, ISACA and Eat Your Greens

Creative Director

Trunk Club (04/2015 01 - /2017) - Chicago , IL

- Fashion brand purchased by Nordstrom, Inc
- Led copywriting, design and photography teams
- Led redesign of Trunk Club brand typography
- Responsible for brand development within print, photo and video production
- Brand development 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

- Developed global brand and go-to-market strategies
- Lead global team of brand designers, user experience designers, photographers, copywriters
- Led all digital communications including product and lifestyle photography

Interactive Creative Director

Motorola (12/2005–03/2009) Chicago, IL

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

SKILLS

* Creative direction * Layout & Composition * Team building and leadership * Brand development
* Photography * Video production * Illustration * User experience * Agency management
* Strategic thinking * Data analysis & User behavior * Project management
* Constructive feedback * Presentation skills * Constructive feedback

VOLUNTEER EXPERIENCE Board Member | Turning Pointe Autism Foundation (01/2014– 12/2015)
– Naperville , IL Education for students affected with autism

HONOR AWARDS AIGA “Making The Case” Award (11 / 2011)