

# Phil Bonnell 2024

Creative Director

**I've got a passion for  
making stuff that matters.**

Blending Art, Design, and Technology to bring meaningful experiences to life.

## Affinity.co

Creative Director

San Francisco start-up Affinity had reached a point in their growth where they could no longer ignore the basics like brand experience and design ops. I lead the Product Marketing Design team as we iterate creatively on everything from visual identity to campaign-creation to website design/development.

2021 - current

## Sid Lee

Creative Director

At SID LEE I was part of a creative community that used storytelling, design and technology to build customer experiences that matter. I oversaw a talented team of Strategists, UX Designers, Art Directors, Creative Technologists and Writers - collaborating to create award-winning work for our clients.

2019 - 2021

## Publicis Sapient

Design Director

I joined Publicis.Sapient at a time when the company was growing it's design and UX/UI capabilities around the Loblaws, Chrysler and Harley Davidson books of business. I worked to shift the industry's perception of Publicis.Sapient from a tech consultancy to one with a focus on Design and Business Transformation.

2010 - 2018

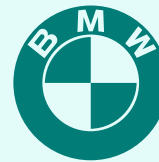
## Teehan + Lax

Design Lead

In 2006, Geoff Teehan and Jon Lax identified a need to expand their successful Product Design firm. As a senior Design Lead on the team, I was responsible for client liaison, brainstorming, strategy, art direction and cross-functional product management. In 2015 Teehan + Lax was purchased by Facebook.

2006 - 2010

# Clients



# Awards

## 2022 Kentico Awards

*Kentico Site of the Month*  
Toronto Region Board of Trade  
Creative Direction, Design  
December, 2022

## J.D.Power & Associates

*Winner (Manufacturer Site Evaluation)*  
RamTrucks.com  
Creative Direction, Design  
2018

## Web Awards

*Best in Category (Food Industry)*  
President's Choice Insider's Report  
Creative Direction, Design  
2013

## Web Marketing Awards

*Outstanding Achievement*  
Ceridian.ca  
Creative Direction, Design  
2012

## Web Marketing Awards

*Outstanding Website Award*  
Ceridian.ca  
Creative Direction, Design  
2010

## W3 Awards

*Gold*  
TELUS - LG Shine Launch Campaign  
Art Direction  
2007

## Davey Awards

*Gold*  
John Hancock- The Future is Yours  
Creative Direction, Design  
2007

## Davey Awards

*Silver*  
TELUS Holiday Campaign  
Art Direction  
2007

## Webby Awards

*Best Visual Design*  
Dove 'Skinvitalizer' (Microsite)  
Art Direction  
2007

## Cannes Cyberlion

Shortlisted  
Dodge Charger 'Unleash' Campaign  
Art Direction  
2006

## Int'l Automotive Advertising Awards

*Bronze*  
Dodge Caliber Launch Campaign  
Art Directon  
2006

## Digital Marketing Awards

*Best of Show*  
Nike Hockey 'Light it up'  
Design, OLA  
2004

# Enough about me. **Let's talk about me.**

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X	<a href="https://twitter.com/philbonnell">twitter.com/philbonnell</a>
Instagram	<a href="https://philbonnell">philbonnell</a>