
Terry Lawrence

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www.workwithintention.com

Dedicated Creative Director and Brand Strategist with 20+ years experience across industries, including: consumer, B2B, and health and life sciences. Classically trained, high-design background with process-driven, strategic approach to solving brand challenges. Enjoys building multidisciplinary teams and mentoring young professionals.

Professional Experience
1.0**+Intention**Principal, Brand Partner
July 2017–March 2023

Founded +Intention with business partner and former Managing Director of Sandbox. Leveraged experience building teams, implementing systems, and growing business. Grew the studio from two to twelve team members. Drove business success, with over \$2MM in annual billings and operating between 32%–35% profitability. Created campaigns for start-ups, small and mid-market companies, as well as above-brand initiative for a global healthcare company.

Key Achievements

- Developed market-shaping strategy for Takeda's Gastroenterology franchise
- Awarded Strategic Partner status by Takeda's Gastroenterology franchise
- Developed and facilitated a multi-year initiative for Takeda, involving physicians, nurses, advocacy groups, and payors, consisting of monthly work sessions and an annual summit
- Developed brand and pitch items for Tevosol, contributing toward sale for \$56MM
- Developed market-shaping strategy for Creospan

Clients

Takeda | Valent BioSciences | Pediatric Associates of the North Shore | NightWare | Tevosol Transplant Technologies (Corporate, EVOSS) | Tulip Tree Gardens | Creospan

SandboxVice President, Creative Director
May 2016–June 2017Brand Strategist (Contract)
October 2015–April 2016

Led a creative team of 45 employees across offices in Chicago and Los Angeles for one of the 500-person agency's four business units. Co-managed a broader team of 60 employees in the business unit. Drove business success, with \$16MM in annual billings and operating between 22%–26% profitability. Developed market-shaping strategies, securing long-term client contracts. Developed above-brand and branded campaigns. Contributed to winning pitches. Part of Leadership Team.

Key Achievements

- Developed market-shaping, leadership strategy for Baxalta's (now Takeda) Primary Immunodeficiency (PI) products and Immunology (Ig) franchise
- Awarded Agency of Record (AOR) by Baxalta with first right of refusal
- Developed market-shaping strategy for Ultiva, a branded analgesic from Mylan
- Won pitch for Xillia Pharmaceuticals's Institutional Business

Clients

Baxalta/Shire (Ig therapies for Primary Immunodeficiency Disease: Gammagard, HyQvia, Cuvitru) | Mylan (Institutional, Ultiva, Perforomist)

Discovery USAVice President, Creative Director
August 2014–May 2015Creative Director (Contract)
March 2013–September 2013

Led a creative team of 10 employees. Focused on therapeutic nutrition and portfolio expansion for Abbott Nutrition. Worked on specialty markets and rare diseases. Utilized advertising, medcoms, advocacy, and speaker bureau.

Key Achievements

- Developed brand architecture for the Astellas Pharma's transplant business
- Won pitch for Circassia's Cat-SPIRE, a next-generation allergy immunotherapy
- Won pitch for Bard's Port Access Business

Clients

Abbott Nutrition (Ensure, Glucerna, Similac) | Astellas Pharma | Bard

thinktankPrincipal, Creative Director
August 2011–August 2014
May 2015–April 2016

Collaborated with other industry professionals and agencies, developing strategic plans, designing visual identities, and designing brand campaigns for clients across areas, including: healthcare, B2B, real estate, and property development.

Key Achievements

- Developed strategy and campaign for Abbott Diabetes Care
- Developed strategy and campaign for Roche Diagnostics and Roche Corporate
- Developed market-shaping strategy for Hospice of Southern Illinois

Clients

Abbott | Roche | Northwestern University's Center for Advanced Molecular Imaging | CDW | Tenant Advisory Group | Preservation of Affordable Housing | Hospice of Southern Illinois

<p>Hamilton Communications Corporate Communications Officer/ Creative Director October 2010–August 2011</p>	<p>Worked directly with the Owner to set strategic initiatives, write corporate communications, and develop company collateral. Trained on numerous strategic tools and frameworks. Transitioned to Creative Director to help lead brand teams.</p> <p>Clients Baxter (Hemophilia: Advate, Recombinate; Immunology: Gammagard, HyQvia)</p>
<p>Goble & Associates Associate Creative Director/ Group Creative Director July 2006–October 2010</p>	<p>Collaborated with Account Directors at a 90-person agency to produce marketing programs and B2B communications within the healthcare industry. Developed multi-year campaigns to launch new products and rebranded existing service lines. Responsible for project strategy, design and copy direction, and execution.</p> <p>Key Achievements</p> <ul style="list-style-type: none"> - Designed brand architecture, brand, and campaign for Hospira LifeShield - Restructured brand architecture for Hospira's Medication Management Systems - Designed and developed campaign for Hospira's Medication Management Systems - Designed and developed campaign for Hospira Corporate - Awarded Agency of Record (AOR) by Hospira with first right of refusal <p>Clients Hospira (VisIV, LifeShield, Medication Management Systems, Hospira Corporate) Phadia Abbott Laboratories Solvay Pharmaceuticals (Marinol) Upsher-Smith Laboratories</p>
<p>JP Morgan Chase (Contract) Art Director May 2005–June 2006</p>	<p>Developed flexible design system used across service areas for published reports and collateral materials. Developed event materials for 2005 Sibos conference in Copenhagen, Denmark, a global financial services event.</p>
<p>Bagby & Company (Contract) Art Director August 2004–Spring 2005</p>	<p>Developed product identities, marketing materials, and advertising campaigns for both B2B and B2C audiences.</p> <p>Clients McDonald's Sony (Walkman) International (formerly International Harvester)</p>
<p>Coleman Partners Creative Director March 2003–August 2004</p>	<p>Built creative department and project management function of new agency. Developed programs for clients across areas, including: healthcare, industrial, and recreation.</p> <p>Clients American Pharmaceutical Partners (Steri-Tamp, Therapies) Pure Fishing Grainger Illinois Tollway</p>
<p>Edelman Worldwide (Contract) Senior Designer April 2002–December 2002</p>	<p>Designed sales kits, collateral materials, campaign ads, and point-of-sale materials for both B2B and B2C audiences.</p> <p>Clients Bacardi Serta Bunge Blackwell Consulting Service Rainbow PUSH Coalition</p>
<p>Otherwise Incorporated Senior Designer August 1998–October 2001</p>	<p>Exposed to large-scale, corporate identity programs. Led long-term projects, collaborating with clients, product design teams, and architects. Developed concepts for environmental designs and wayfinding elements. Designed systems for organization, categorization, and codification.</p> <p>Clients Steelcase, in partnership with IDEO Steelcase (Workstage) Lycée Français de Chicago Centrum Properties, in partnership with Gensler Midas Orbitz Grant Thornton</p>
<p>Tangent Design Graphic Designer September 1997–June 1998</p>	<p>Designed collateral materials, campaign ads, event materials, and annual reports for both B2B and B2C audiences.</p>
<p>Bridgewater Design Graphic Designer May 1997–September 1997</p>	<p>Designed collateral materials, point-of-sale materials, and product packaging for both B2B and B2C audiences.</p>

<p>Memberships & Organizations 2.0</p>	<p>American Institute of Graphic Arts (AIGA) Chicago Chapter</p>
	<p>Chicagoland Chamber of Commerce Served on Healthcare Council</p>

<p>Education 3.0</p>	<p>University of Illinois at Urbana-Champaign Bachelor of Fine Arts Degree, Graphic Design May 1996</p>
	<p>University of Wolverhampton, England Study Abroad, 1995</p>

Awards & Recognition
4.0

HOW International Design Magazine

Best of Show
Awarded Fall 2000, Published 2001
Lycée Français Project Cards
Lycée Français Project Poster
Lycée Français Soirée Invitation

Twenty-Third Annual ACD 100 Show

Award Selection, 2000
Lycée Français Project Cards

PRINT Magazine Regional Design Annual

Midwest Award Recipient, 2000
Looking at 2000 Calendar

Good Design Award 2000

Award Selection
Lycée Français Project Cards

Good Design Award 2000

Award Selection
Looking at 2000 Calendar

Center for Creative Studies, Detroit

Permanent Collection, 2000
Lycée Français Project Cards

PRINT Magazine Regional Design Annual

Midwest Award Recipient, 2001
Lycée Français Soirée Invitation

ASTRID Award

Silver Award, 2003
Blackwell Promotional Media Kit

2007 Dx Awards

Direct Mail Campaign–Phadia

2007 Dx Awards

Corporate Communications–Phadia

2007 Davey Awards

Silver Award
LiquidTalk Logotype

2007 Summit Creative Awards

Bronze Award
Consumer Logo–iBIO IndEx Logotypes

21st Annual Rx Club Show Awards

Award Winner, 2007
Medical Advertising Hall of Fame Campaign

21st Annual Rx Club Show Awards

Award Winner, 2007
Dimensional Mailer–Marinol Advisors

21st Annual Rx Club Show Awards

Award Winner, 2007
Sales Promotion–Marinol Advisors

21st Annual Rx Club Show Awards

Award Winner, 2007
Meeting Graphics–Marinol, Bring the Noise

21st Annual Rx Club Show Awards

Award Winner, 2007
Brand Identity–Marinol, Bring the Noise

21st Annual Rx Club Show Awards

Award Winner, 2007
Brand Identity–iBIO IndEx Logotypes

21st Annual Rx Club Show Awards

Award Winner, 2007
Brand Identity–Marinol, Next Level Lounge

21st Annual Rx Club Show Awards

Award Winner, 2007
Brand Identity–LiquidTalk Logotype

39th Annual Creativity Awards

Silver Award, 2009
Hospira VisIV Sales Aid

39th Annual Creativity Awards

Honorable Mention, 2009
Hospira LifeShield Ad Campaign

23rd Annual Rx Club Show Awards

Award of Excellence, 2009
Hospira LifeShield Integrated Campaign

23rd Annual Rx Club Show Awards

Award of Excellence, 2009
Hospira VisIV Sales Aid

23rd Annual Rx Club Show Awards

Award of Excellence, 2009
Sancuso.com Website

2009 Davey Awards

Silver Award
Hospira VisIV Sales Aid

2009 Davey Awards

Silver Award
Hospira LifeShield Ad Campaign

2009 Summit Creative Awards

Silver Award
Hospira Human Perspective, Belief Video

2009 Summit Creative Awards

Bronze Award
Hospira Human Perspective, Campaign

2009 Fexy Awards

Gold Award
Hospira Human Perspective, Campaign

2012 AIGA Chicago Snapshot Book

StuntDad Brand and Campaign

12th International Design Awards

Honorable Mention, 2018
Print, Corporate Identity–PANS

2019 Creative Communication Award

Honorable Mention
Brand Identity–PANS

2019 Creative Communication Award

Honorable Mention
Brand Design–PANS

2021 Creative Communication Award

Best of Best
Brand Design, Branding–Tulip Tree Gardens

2021 Creative Communication Award

Winner
Other, Graphic Design–+Intention Cards

15th International Design Awards

Bronze, 2021
Print, Corporate Identity–Tulip Tree Gardens

15th International Design Awards

Honorable Mention, 2021
Other, Graphic Design–Tulip Tree Gardens

15th International Design Awards

Honorable Mention, 2021
Print, Packaging–Tulip Tree Gardens

15th International Design Awards

Honorable Mention, 2021
Print, Self Promotion–+Intention Cards

2022 DNA Paris Design Awards

Winner
NightWare Brand Identity

2022 Davey Awards

Silver Award
NightWare Brand Identity

2022 Creative Communication Award

Winner
Brand Identity–NightWare

16th International Design Awards

Bronze, 2022
Multimedia, Brand Identity–NightWare