Lawrence Cheung

Creative Design Manager

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Creative communications and design professional with 20+ years of experience in municipal organizations, specializing in brand management, creative direction and integrated campaigns across print, digital, web and social media. Recognized for award-winning creative solutions, stakeholder collaboration and translating complex information into engaging, accessible communications.

Work Experience

Regional Municipality of York **2020 – May 2026**
Public Works (Sustainability, Communications and Innovation)
Program Manager, Creative and Digital Media

- Led a team of eight multimedia specialists across UX/UI, web design, graphic design, social media, video and photography, delivering integrated digital experiences and campaigns aligned with enterprise priorities.
- Directed strategic digital and creative initiatives in partnership with senior leadership, establishing user-centred design standards, KPIs and analytics to improve accessibility, consistency and performance.
- Managed $1.5M+ in consultant contracts and technology procurement, overseeing RFPs, vendor relationships and enterprise assessments while introducing AI-enabled tools to streamline workflows and improve efficiency.

Regional Municipality of York **2016 – 2020**
Transportation Services (Strategic Initiatives and Programs)
Supervisor, Marketing and Communications

- Directed award-winning YRT marketing campaigns, overseeing strategy, creative development and production while managing a $2M+ annual budget and coordinating teams, agencies and vendors.
- Facilitated customer journey mapping and digital UX design for YRT's website and mobile apps, translating customer research and service-design workshops into improved information architecture and digital experiences.

York Region Transit **2008 – 2016**
Graphic Designer/Website Project Coordinator

- Developed creative concepts and marketing initiatives to promote YRT programs, services and customer communications.
- Managed advertising vendors and creative agencies, coordinating production and deliverables to meet brand, quality and timeline requirements.

York Region Rapid Transit Corporation **2005 – 2008**
Multimedia Specialist

- Developed integrated creative campaigns for VivaNext across print, digital and environmental applications, from concept to production.
- Produced multimedia content including presentations, reports, photography, video, animation and motion graphics to communicate complex infrastructure initiatives.

Education

Digital Media Arts |
2002 - 2004 | Seneca College at York

Digital Media Technical Productions |
2001 - 2002 | Seneca College at York

Certifications

Agile Project Management
2026 | McMaster University

UX Design
2024 | Brainstation

Psychology for Digital Behaviour and Applied Behavioral Design
2021 | Alterspark

Digital Marketing
2020 | York University

Technical Skills

- Adobe Photoshop, Illustrator, Indesign, Dreamweaver, Animate, Premier, After Effects, XD and Figma.
- Microsoft Office, Google Analytics, Content Management System, Customer Relationship Management.

Core Expertise

- Creative and Brand Strategy
- UX/UI Design
- Project Management
- Campaign Development
- AI Production
- Team Leader and Motivator
- Process Improvement
- Performance Measurement and Analytics