



# Sarah Lazarovic

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I am a creative director, strategic thinker, and original communicator with deep technical expertise. As a service designer, I research and create through the lens of human behaviour. I teach, speak, and co-ordinate the Toronto Action Design meetup. I spent 2014-2015 studying behavioural economics and environmental sustainability on a Massey Fellowship at the University of Toronto. I am a recent convert to the Oxford comma.

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## WORK

CREATIVE DIRECTOR  
Pilot PMR  
2015-present

Creative direction, strategy, and business development at a multidisciplinary, Toronto-based communications and creative agency. I manage a team of designers, and create work for clients including the Toronto Public Library, Deloitte, Figure 1, The Creative Destruction Lab, and The 519 Community Centre.

FREELANCE DESIGNER  
2008-present

Wrote, designed, and strategized for clients including Shaw Media, David Suzuki Foundation, Maclean's, Toronto Star, The Globe and Mail, National Post, Shaw Media, The Boston Globe, Slack, The Walrus, and others.

SENIOR WEB PRODUCER  
The Hour, CBC  
2007-2008

Oversaw the development of the show's website, creation of content, and promotion of the show across the web.

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## SKILLS

- DESIGN
- STRATEGY
- RESEARCH
- WRITING
- ILLUSTRATION
- BRANDING
- PUBLIC SPEAKING
- TEAM BUILDING

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## HIGHLIGHTS

- Founded the website Torontoist.com, 2005.
- Gold, Online News Association awards, 2014.
- Best Infographic of 2013, Vanity Fair magazine.
- Wrote and Directed the feature film No Heart Feelings, 2010.
- Made two animated films for the National Film Board.
- Gold, Canadian Online Publishing Awards, 2013, 2014.
- Wrote *A Bunch of Pretty Things I Did Not Buy* (Penguin 2014), an illustrated memoir about not shopping named a Best Book of the Year by The Globe and Mail.
- Taught WordPress and Digital Design at Humber College, 2013-2016.

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THE NEW SCHOOL  
MA Media Studies  
New York

Practical and theoretical degree with a concentration in motion graphics and design. Studies in media criticism, televisuality, and digital design. Electives at the Parsons School of Design.

CONCORDIA UNIVERSITY  
BFA Studio Art  
Montreal

Concentration in digital print media and design.

FLORIDA STATE UNIVERSITY  
BFA Humanities  
Tallahassee

Concentration in film.