

Lorance Smith

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Profile

Senior creative leader at the intersection of brand, design, and business. Nearly a decade at Intuit leading acquisition and retention design for QuickBooks across Canada, Latin America, and the US accountant segment, growing from a single-market mandate to international scope spanning APAC, EMEA, and the Americas. A career built across three distinct worlds: studio ownership, agency creative leadership, and design at a SaaS company, with the rare ability to connect strategy, craft, and commercial outcomes. Known for building creative cultures where designers are trusted partners to the business, not just executors of briefs, and where that trust extends beyond the design team to the cross-functional relationships that make the work matter.

Core competencies

Creative leadership · Brand strategy · GTM design · Acquisition & retention · People leadership · Design systems · Cross-functional partnership · Workshop facilitation · International leadership · Creative operations

Experience

Creative Lead & Innovation Catalyst · Intuit · 2020 – 2026

Global Business Solutions Group (QuickBooks · Mailchimp) · Accountant Group (QuickBooks Online Accountant · Intuit Accountant Suite) · Pro Tax Group (Pro Tax · ProFile)

- Led acquisition and retention creative across three product groups: Global Business Solutions Group (QuickBooks, Mailchimp), the Accountant Group (QuickBooks Online Accountant, Intuit Accountant Suite), and Pro Tax Group (Pro Tax, ProFile), covering the Canadian SMB market and later expanding to lead the US accountant segment.
- Served as design point of contact for international product launches across APAC, EMEA, and CA/LATAM, coordinating marketing and design teams across regions. Led the development of an 80/20 localization framework and shared component library that reduced future experiment build effort by approximately 30%. Contributed to a launch that successfully reached 180+ countries and 10+ international sites, establishing a repeatable operating model that continues to support future global launches.
- Led GTM design for major product launches across all geographies, including the introduction of Intuit Accountant Suite, a flagship replacement for QuickBooks Online Accountant, and contributed to additional high-visibility launches throughout the portfolio. Drove a personalization initiative that improved new customer acquisition by 9% versus control, with engaged visitors converting at 17 times the rate of unengaged ones.
- Shifted the team culture from order-taking to active contribution: encouraging designers to bring their full expertise to briefs, modelling curiosity and collaborative problem-solving with marketing stakeholders, and building the cross-functional trust that resulted in the team being sought out, not just assigned. Led a senior team of designers and content strategists across staff and contingent roles, with a consistent focus on individual growth and career development.
- Member of Intuit's Innovation Catalyst program for five years, trained in design thinking and facilitation, and regularly brought in to lead ideation sessions across departments beyond design.

Principal Visual Designer • Intuit • 2016 – 2020

QuickBooks | Canada, Brazil

- Led acquisition and retention design for the Canadian and Brazilian QuickBooks markets, building visual standards and workflows for a growing international team. Brought together two separate design teams that had been reporting into different marketing groups and working in separate lanes, establishing the processes and collaborative conditions that became the foundation for the team culture that followed.
- Partnered with cross-functional teams across product, engineering, and marketing to align design output with business objectives.
- Established the foundation for what became an expanding multi-market creative mandate.

Associate Creative Director • Devon Island Group (formerly M Marketing) • 2011 – 2016

Brand, digital, and campaign, national and financial services accounts

- Promoted to Associate Creative Director within the first year; contributed to the execution and deployment of the agency's rebrand from M Marketing to Devon Island Group.
- Creative lead on national campaign and promotion work for accounts including Visa Canada, Scotiabank, and Moneris.
- Led a full brand build for a new entrant into the RESP market: from competitive audit and identity development through voice and tone, website, welcome kits, social, and TV launch. The resulting brand, giraffe & friends, was built to communicate with new parents in a way that was honest and approachable, deliberately differentiated from a category that typically leads with complexity and anxiety.
- Conceived and led Clock In For The Cure, a fundraising campaign for a Union client during Breast Cancer Awareness Week that reframed the donation ask from dollars to work hours, making the contribution feel personal and tangible to members. The campaign surpassed its target of 4,000 hours donated and was subsequently rolled out nationally by the client.
- Provided creative oversight across production, and stepped into a production leadership capacity during periods when that role was vacant, contributing hands-on while ensuring quality and continuity.

Creative Director • Gryphon Graphyx • 1998 – 2016

Sole proprietor, multi-disciplinary design studio (operated in parallel with agency and in-house roles)

- Founded after leaving Hume, which became the studio's first client, a reflection of the trust built there, and grew primarily through relationships and reputation over nearly two decades. Work ranged from production support for major agency networks to creative direction for smaller clients, with the distinction between the two driven by what each relationship called for.
- Managed all aspects of the business: client relationships, estimates, invoicing, and new business development, building processes deliberately designed to protect time for the creative work itself.
- Trusted production and creative resource for major agency networks including Ogilvy, Publicis, and Y&R, relationships sustained over years through consistent quality and reliability.

Senior Art Director • Euro RSCG Life • 2006 – 2010

Pharmaceutical and healthcare division of Euro RSCG Worldwide (HAVAS network)

- Led creative across prescription drug and medical device accounts: print, detail aids, patient education, and early digital, working within a dual regulatory review process that demanded a level of precision and conceptual ingenuity rarely required in other categories. In Canada, advertising restrictions prevented naming what a drug treated, making the creative challenge one of pure storytelling: conveying hope, urgency, and relevance without being able to state the problem directly.
- Part of a pitch team that won approximately 80% of new business pursuits, covering for major pharmaceutical companies, including a global pacemaker campaign for Medtronic, which was led out of the Toronto office in coordination with teams in New York and India.
- Joined on contract, moved to a full-time studio role, then crossed to the creative side, working in close partnership with copywriters and a Creative Director across a team of seven to eight, and continuing to oversee production quality in collaboration with the studio manager through final delivery.

Creative Director • Visualinx Communications • 2000 – 2004

Boutique agency, health, wellness, and retail

- Brought in on contract and offered the Creative Director role within three months, chosen to lead the creative function over a longer-tenured internal candidate, stepping into a role vacated by the incumbent CD who moved into production. First formal creative leadership position.
- Key creative contributor on LivingSmart, Walmart Canada's in-store health publication, a full publishing operation spanning editorial planning, advertising, and print coordination. Led the visual direction and creative execution as part of a cross-functional team. The relationship grew from existing pharmacy shelf work for clients including Bausch & Lomb and Abbott.
- Led a small creative team, with a collaborative peer relationship with a senior designer and a mentor/coach dynamic with junior team members, while also remaining hands-on with the work, estimating project costs, assigning briefs, and joining client meetings alongside the sales team.

Early career

Senior Designer/Production Coordinator • Hume Intermedia Inc. • 1994 – 1999

Joined as a co-op placement and progressed to Senior Designer, growing alongside the company as it expanded its creative services offering. Helped build the creative department from the ground up, adding designers who could handle both print design and prepress production for clients including CNIB, Professional Engineers of Ontario, and Royal Bank. Took on the studio's early web work as digital began to take hold, completing coding courses to design and build client sites at a time when few print studios had that capability. Left with the full support of the company's owner, who encouraged the move and became Gryphon's first client under a pre-agreed arrangement, a foundation of trust that shaped how the studio grew from there.

Education & professional development

George Brown College • Graphic Design, 3-year diploma program

Schulich School of Business, Winning Collaboration • Rogen SI, Communication Skills Workshop • Intuit Innovation Catalyst Program (5 years)

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