Phil Bonnell 2025

Creative Director

PHILBONNELL.COM | BONNELL@GMAIL.COM | (416) 529-7445

I’ve got a passion for making stuff that matters.

With 20 years of experience leading cross-functional creative teams, I bring commitment, resilience, and vision to every project—turning ideas into digital experiences that make a lasting impact.

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Affinity.co

Creative Director

At Affinity, a fast-growing San Francisco start-up, I built and led the Product Marketing Design team—establishing brand foundations, scaling design operations, and driving creative work across identity, campaigns, and digital experiences.

2022 - 2024

Sid Lee

Creative Director

At SID LEE, I led multidisciplinary teams of strategists, UX designers, art directors, technologists, and writers—driving storytelling, design, and technology to create award-winning customer experiences.

2019 - 2021

Reason One

Creative Director

"*Helping those who do good, do better*" sounds great in a pitch. And in Reason One's case it also happens to be 100% true. With clients like SickKids® Hospital Lurie Children's (Chicago), The Alzheimers Association and Diabetes Canada, finding the motivation to create outstanding experiences was never difficult.

2021 - 2022

Publicis.Sapient

Creative Director

At Publicis.Sapient, I expanded design and UX/UI capabilities for clients including Loblaws, Chrysler USA, and Harley-Davidson USA, while leading efforts to reposition the company as a design-focused partner in business transformation.

2010 - 2018

Clients

FCA
FIAT CHRYSLER AUTOMOBILES

TELUS®

Abercrombie & Fitch

John Hancock

Jeep®

LEVI'S®

BMW

Dove®

NB

Loblaw®

MOTOR HARLEY-DAVIDSON CYCLES

BMO

AIR MILES™

MOLSON

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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

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Enough about me. Let’s talk about me.

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