

Lester Lim Cruz (he/him) is a creative leader and brand consultant with 10 years of experience. His experience spans brand strategy, brand and user experience design, creative direction, project management, & business development. He is currently based in Toronto, Ontario, Canada.

Since opening his branding consultancy firm, **SERIOUS STUDIO™** in 2012, Lester has worked with various clients across the world, such as Kasama Rum, the Asian Development Bank, Bumble, Dove, GCash, among many others.

EXPERIENCE

Partner & Creative Director, Serious Studio (serious-studio.com) | 2012 - PRESENT

- Founded the agency and grew the business from zero to revenue of \$2.5m USD in 10 years.
- Sustained compound annual growth rate of 15% on average in the past 5 years.
- Led and directed 400+ client projects over 10 years, while managing and mentoring a team of strategists, brand designers, UX researchers, UI designers consultants, and copywriters.
- Developed and implemented business strategies to drive growth and opportunities.
- Organically grew the agency's social media account to 21.5k followers.
- Oversaw and managed all facets of the company's resources and operations, including business development, project management, sales, creative direction, and more.
- Designed branded user experiences and created scalable design systems for clients and brands.

EDUCATION

- **Master in Entrepreneurship**, Asian Institute of Management (2019)
- **Bachelor of Fine Arts in Information Design**, Ateneo De Manila University (2012)
- **Design Awardee**, Loyola Schools Awards for the Arts (2012)

PRESS FEATURES

- [The Design Kids Interview](#)
- [The Dieline Interview](#)
- [Search Feature](#)
- [CNN Philippines Interview](#)
- [Northern Living Interview](#)
- [Young Star Feature](#)

SPEAKING ENGAGEMENTS

- Oro Design Conf 2021
- Dept. of Trade & Industry Workshops 2020
- ReVision Conference 2019
- SparkFest 2019
- Graphika Manila 2018

KEY COMPETENCIES

- Management & Leadership
- Creative Direction
- UX / UI Design
- Brand Strategy & Identity
- Project Management
- Copywriting

