

LUCAS
link
STENNING

With over 15 years of experience as a designer and creative, my concepts have seen success in every part of the user journey, crafting meaningful visuals from branding and direction, to interactive and traditional media.

I’m passionate about collaborative success, leveraging honesty and creative problem-solving to foster accessible and effective solutions.

Skills & Abilities

Design & Creative:

Graphic Design, Web Design, Exhibition Design, Experiential Design, 3D, Motion, Logos, Branding & Identity, UI & UX, Art Direction, Creative Direction, Typography, Iconography, Creative Ideation, Presentation & Storyboarding.

Strategy & Management:

Brand Strategy, Digital Strategy, Marketing, Critical Thinking, Design Thinking, Workflows & Methodologies, Project Management, Leadership, Budgeting, Sales, Recruiting, Client Relations.

Technical & Development:

LLMs, AI, CMS’, CRMs, E-commerce, Web & App Development, Technical Direction, Systems Integration, Deployment, CSS, HTML, JavaScript, PHP, Tailwind, Sveltekit, Vue, Server Management.

Production & Media:

Production Graphics, Printing Methods & Finishes, Photography, Videography, Color Correction, Photo Manipulation & Editing, Video Production, On-Press management.

Project Partners (Select)



CSL Vifor

AstraZeneca

AGO

canada *life*™



Canada

BRAND MENTUM

MIDNIGHT CIRCUS



client:

Hush.

services:

art & creative direction, design strategy,
packaging design, iconography,
typography, copywriting

brief:

Hush is a premium D2C wellness brand from SleepCountry known for its luxurious sleep products. Tasked with developing a comprehensive packaging system, I was brought in to elevate the unboxing experience and unify the brand’s visual language across all product lines. The goal was to reflect Hush’s modern, empathetic, and sophisticated brand essence while ensuring regulatory compliance in both Canadian and U.S. markets.

outcomes:

Delivered a strategic packaging framework with custom iconography, typographic systems, dielines, and messaging that support consistency, clarity, and elevated customer perception across all touchpoints.



client:

George Street Law Group LLP

services:

creative direction, brand identity,
logo design, typography, copywriting,
advertising, web design

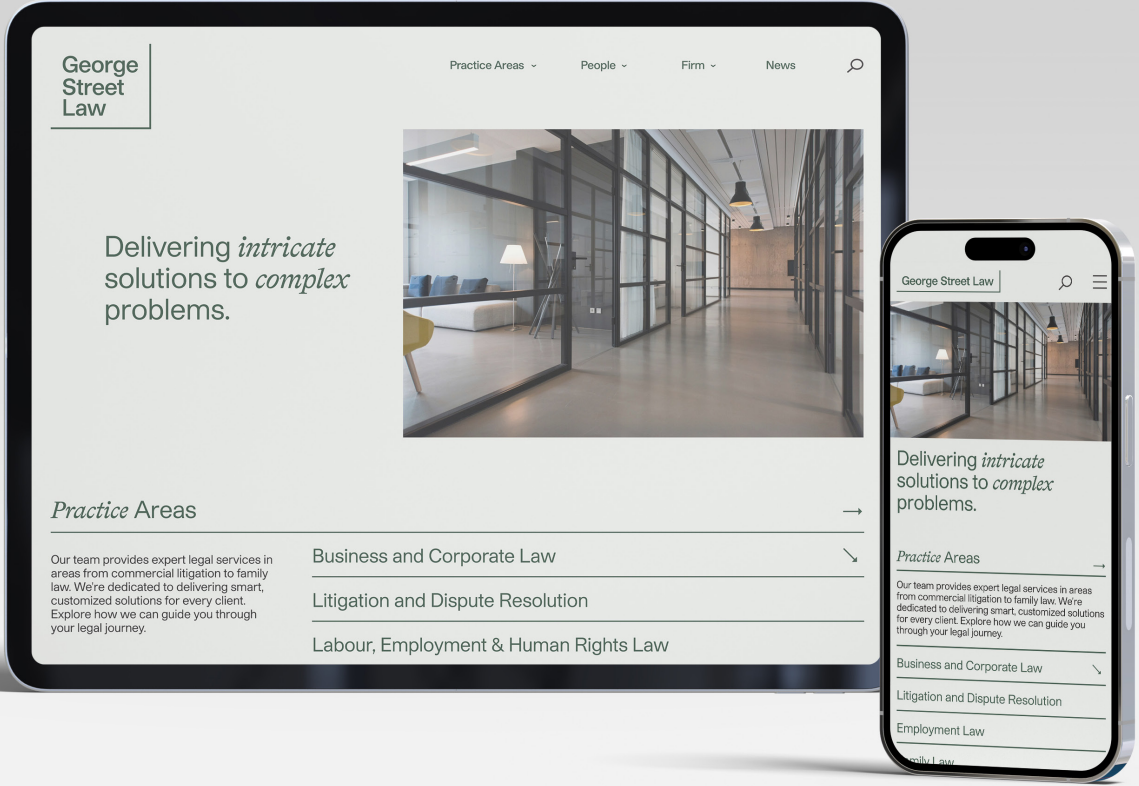
brief:

Renowned for client satisfaction, George Street Law is an entrepreneurial firm delivering customized legal solutions. Recognizing the need to enhance its brand’s confidence and visibility, I was enlisted to elevate these aspects. By weaving together themes of trust and authority, and emphasizing the cultivation of robust client relationships, I employed a strategic mix of color, imagery, and language to transform the firm’s brand identity.

outcomes:

Reinforced reputation for trust and authority, enhancing client confidence and engagement.

George Street Law



George Street Law

Beyond Boundaries.
Beyond Trends.

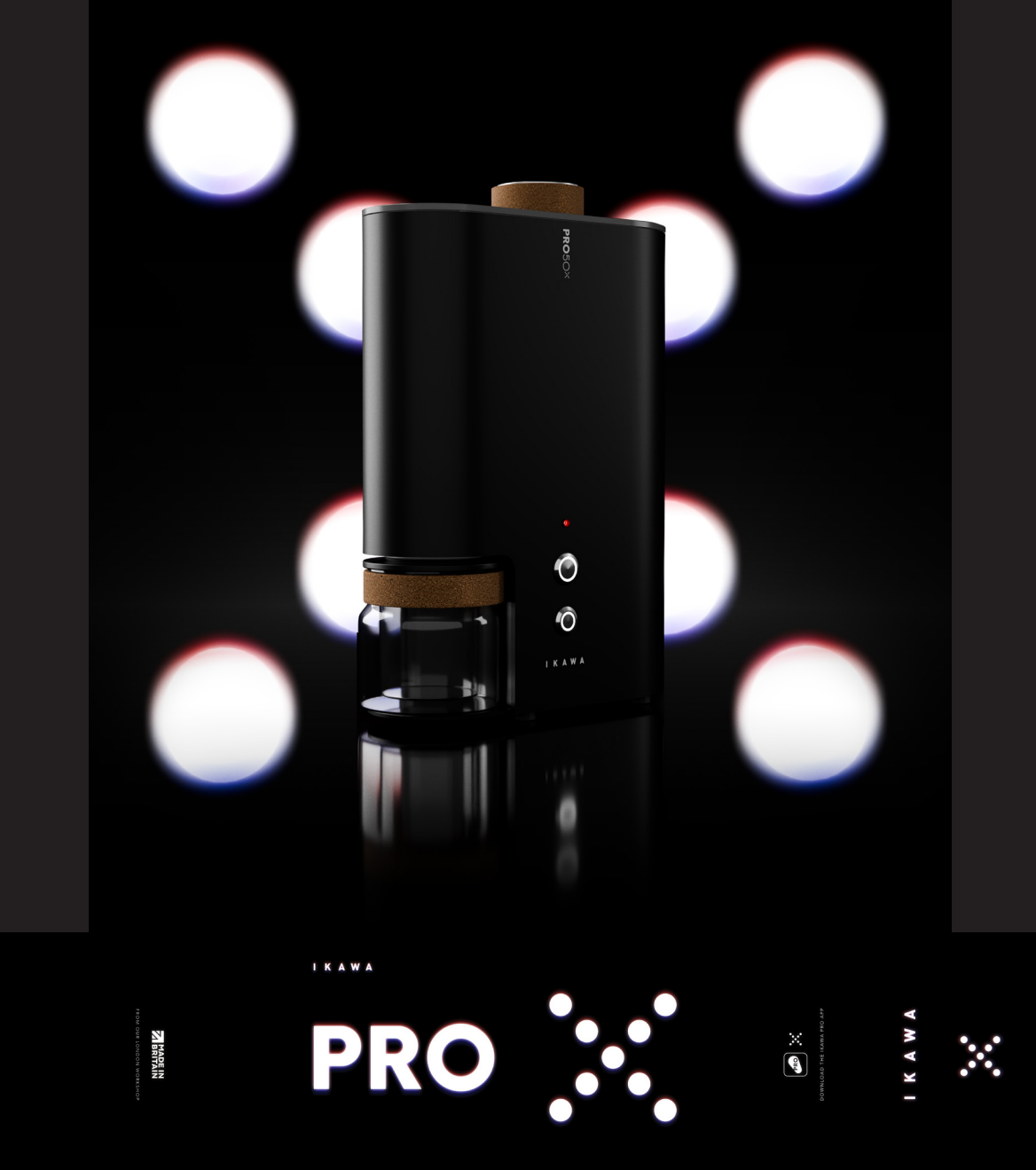
George
Street
Law

Deep Roots in *Law*.
Broad Reach in *Justice*.

George
Street
Law

Precision in *Practice*.
Passion in Defense.

George
Street
Law



client:

Ikawa Coffee

services:

art & creative direction, branding, graphic design, packaging design, web design, experiential design

brief:

Ikawa Coffee, an industry leader in sample roasting technology, engaged me for the launch of their new X Series—a next-generation sample roaster designed for professionals in the coffee supply chain. The objective was to build a compelling, premium brand experience around this flagship product, bridging the gap between cutting-edge innovation and craft sensibility. My work spanned digital and physical touchpoints, ensuring a consistent and elevated visual identity.

outcomes:

Reinforced Ikawa's leadership in coffee technology while delivering a refined and memorable customer experience across all touchpoints.

moon milk

ICE CREAM & CAKE CLUB

client:

moonmilk

services:

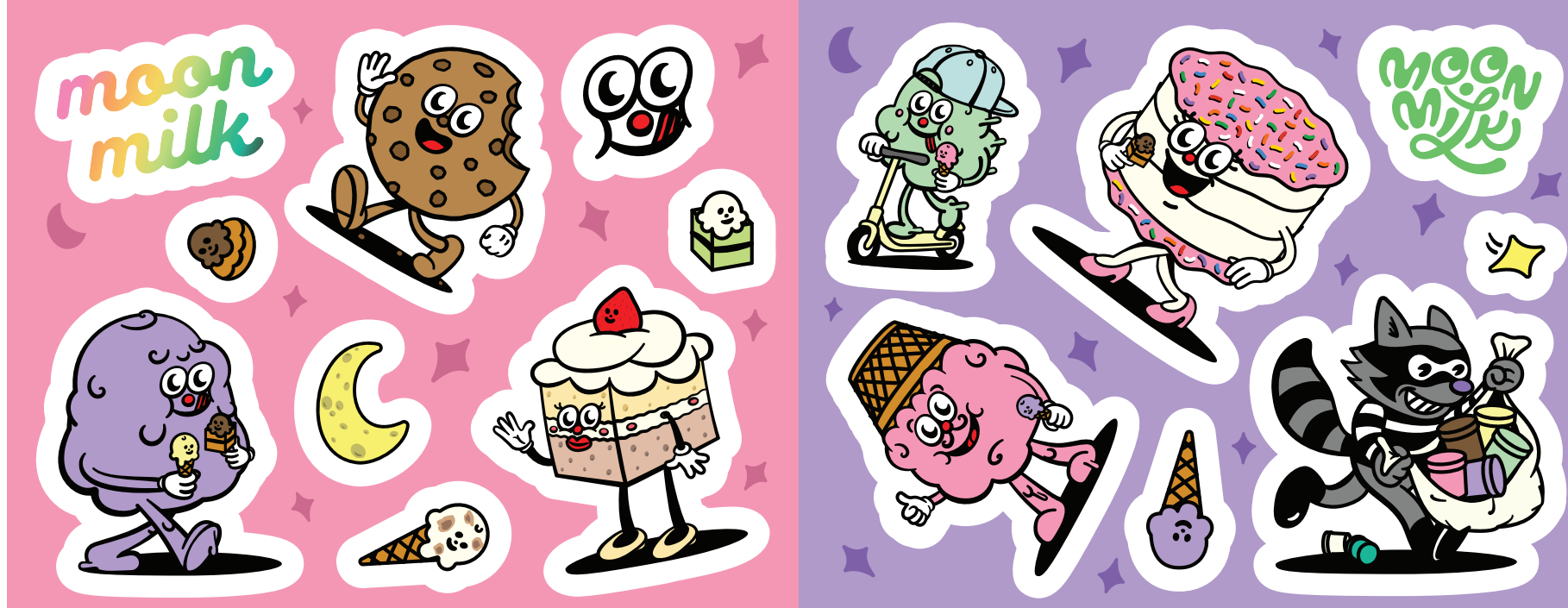
creative direction, brand identity, logo design, typography, character design, illustration

brief:

Moonmilk, a beloved Toronto ice cream and bakery spot, began in a coach house in summer '22. A moon lamp's inviting glow at the driveway's end beckoned neighbors to discover artisanal ice cream, cakes, and treats. Tasked with enhancing its brand, I used the original logo as inspiration to create a distinct identity. This included a new logo, character design, and revamped assets for packaging, cards, and signage, capturing Moonmilk's artisanal spirit and DIY ethos.

outcomes:

Sold out merchandise and numerous sell-out days underscored the market resonance of the refreshed brand.



moon milk



client:

Growing Chefs! Ontario

services:

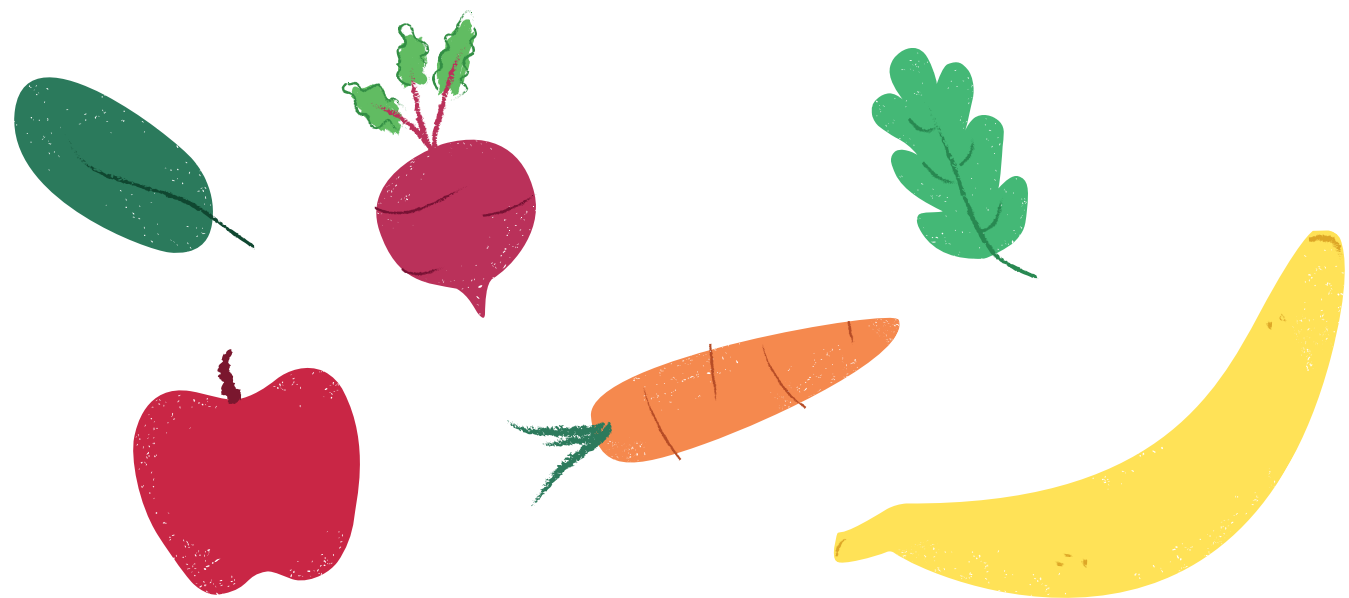
creative, art & technical direction, wireframing, user journey, graphic design, illustration, front & back end development, ui/ux, team leadership, hiring and training, systems integration, video production

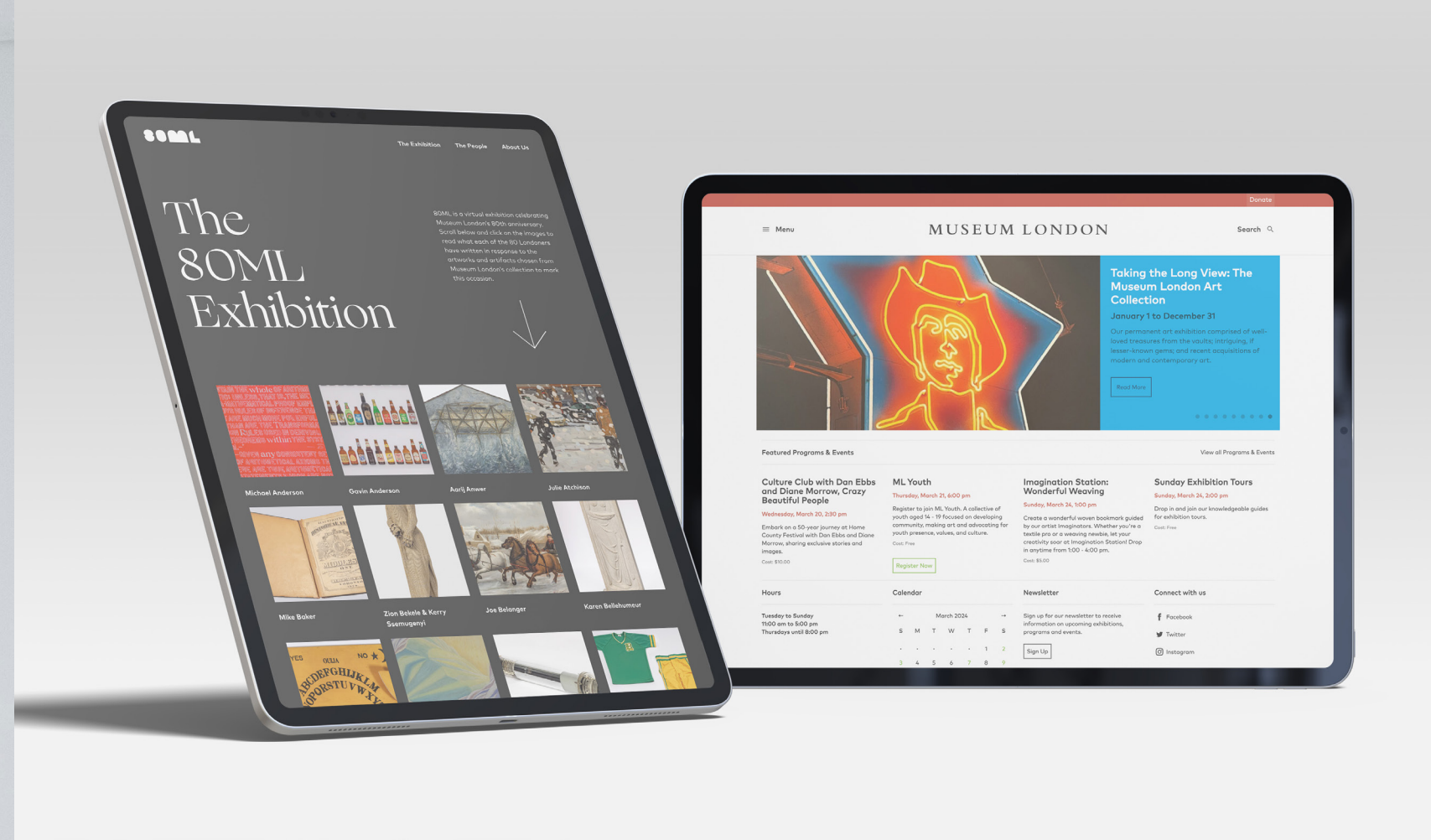
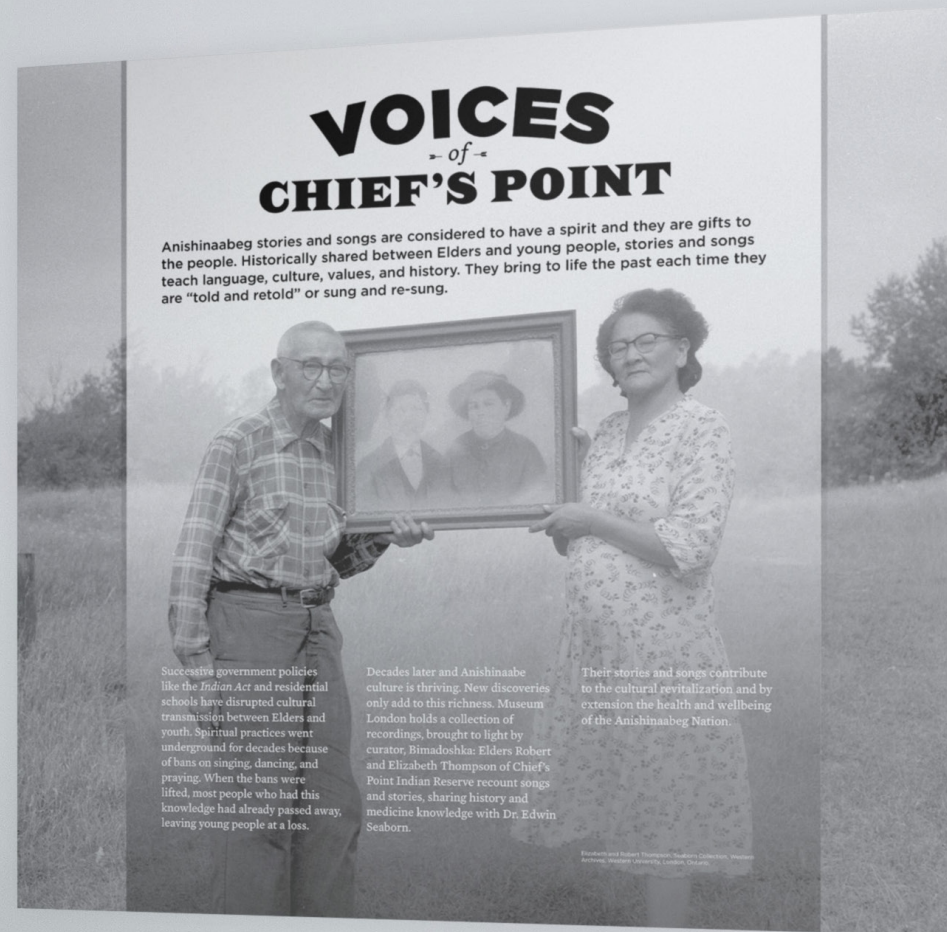
brief:

Growing Chefs! Ontario is a non-profit charity dedicated to providing hands-on experiential learning opportunities for children, designed to build cooking skills, food literacy and an understanding of food systems. At the outset of the pandemic it was clear their online offerings needed to be overhauled. I was tasked with designing and developing an online interactive resource alongside a video production studio, complemented by a suite of educational and marketing materials tailored to children and parents.

outcomes:

The redesigned platform dramatically increased user engagement, regularly attracting over 30,000 visitors per month—a 9000% boost.





role:

Lead Designer, Museum London

services:

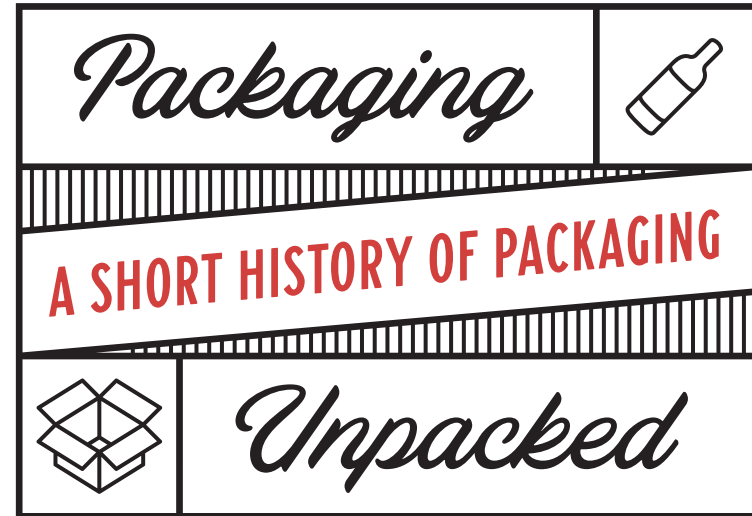
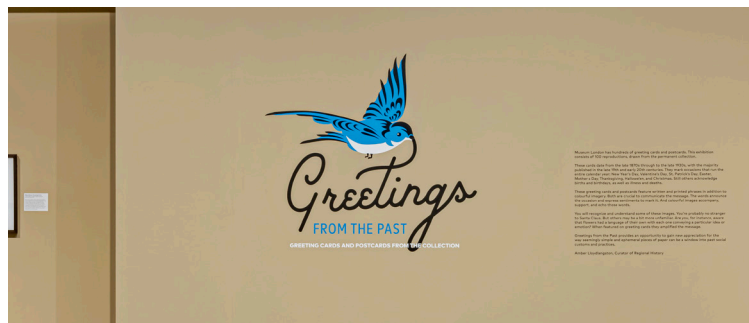
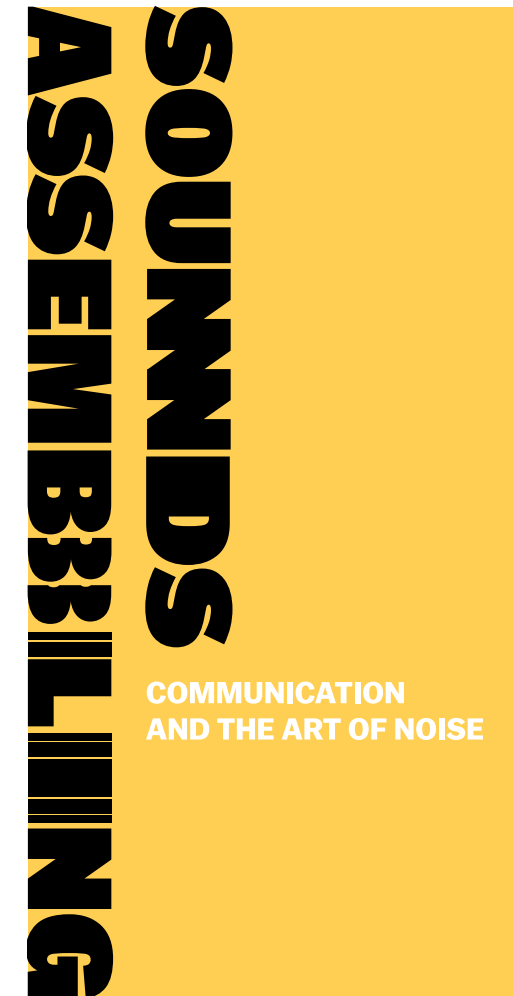
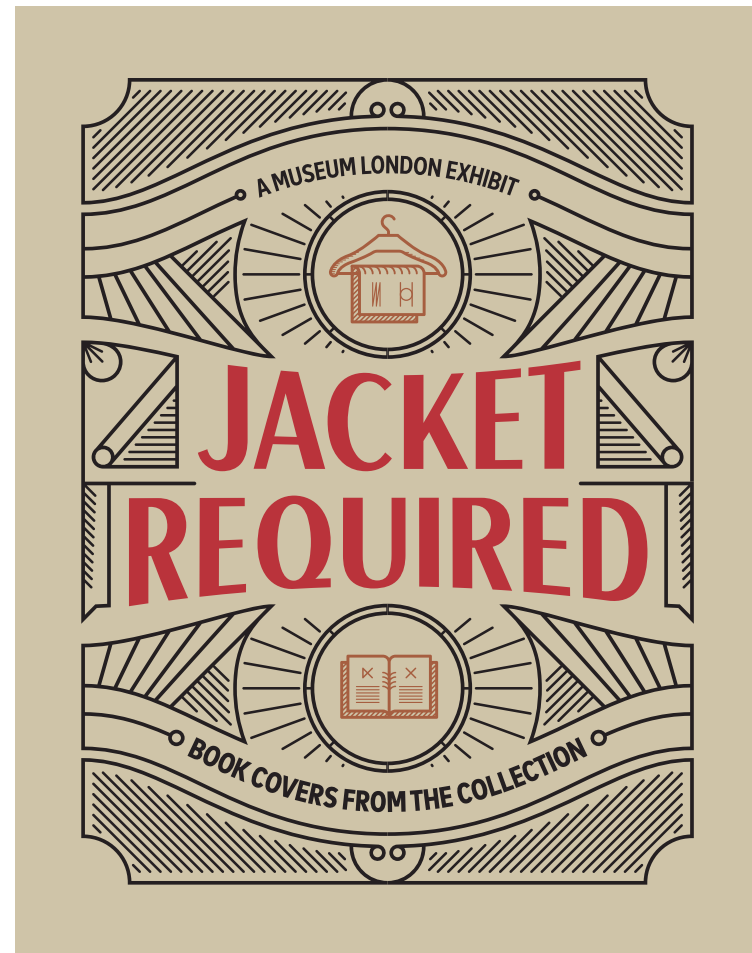
graphic design, creative direction, brand identity, guidelines, logo design, typography, illustration, front & back end development, ui/ux.

brief:

Acting as an in-house agency, I was responsible for the design and production of all digital and print assets, collaborating with external production partners, curatorial, and executive staff to support the museum’s values, vision, and mission.

outcomes:

Marked increase in user engagement, funding, and donations leading to consultation requests from other museums and non-profit charities.



Responsible for designing and producing all exhibition graphics, I took great pride in tailoring unique title walls that spoke to the works in the exhibits. Ensuring typography was consistent with the eras of work and creating illustrations and style guides unique for each exhibit.



ARRIVALS



INDUSTRY & AGRICULTURE



COMMUNICATIONS

Over the years, many services have connected Londoners to each other and to the world. As times have changed, so has technology. The railway changed how Londoners travelled, and created new opportunities for transporting goods across the region and beyond. The telegraph and telephone transformed the way Londoners communicated. A strong local media industry emerged, evolving to include print, radio, television, and now digital production.

Photograph, Opening of 401 Bypass/Overpass at London, 1957, Gift of Dennis Alsop, 2019



RECREATION



MILITARY



MINDS & BODIES



COMMUNICATIONS



PRE CONTACT

14TH CENTURY

15TH CENTURY

THIS IS INDIGENOUS LAND

"This belt was given by the Five Nations to the Ojibwe many years ago. A dish was also placed at the Credit, that the right of hunting on the north side of the Lake was covered in the Ojibwe, and that the Six Nations were not to hunt here only when they come to smoke the pipe of peace with their Ojibwe brothers."



Our 18th Century map shows the Ojibwe territory in the Great Lakes region.

"In the time of the First Fire, the Anishinabe nation will rise up and follow the sacred path of the Midwestern Lake. The Sacred Mega will lead the way to the chosen ground of the Anishinabe. There will be seven stepping stones along the way. You will know the chosen ground has been reached when you come to a land where food grows on water."

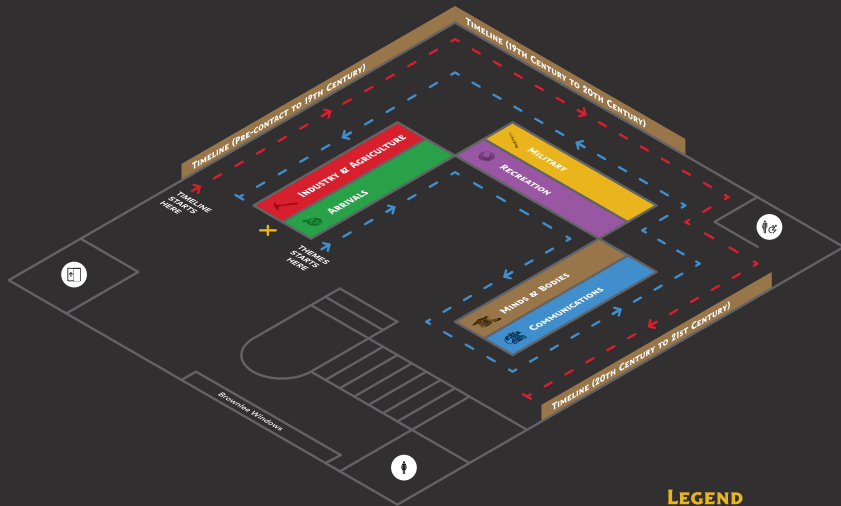
Our 18th Century map shows the Anishinabe territory in the Great Lakes region.



VOICE FROM HERE



PATHWAYS THROUGH THE EXHIBITION



LEGEND

- You are Here X
- Timeline Pathway → - - →
- Themes Pathway → - - →
- Elevator □
- Universal Washroom ♿
- Women's Washroom ♀

Choose how you would like to visit *London: A History*. You can begin with the Timeline Pathway, on the wall on the left. Or you can start with the Themes Pathway, beginning with the Arrivals case to the right.

3 Highway 2 Labatt Coasters, Mid-20th Century

Gift of the Labatt Brewing Company Limited, 2010
The two Labatt coasters trace the route of Highway 2 from Windsor through London and on to Hamilton. Made up of a series of existing roads, the highway once connected London to many communities across Ontario and beyond. In the 1950s and the 1960s, the new 401 highway siphoned traffic away from Highway 2.

4 Grand Trunk Railway Brick, 1854

Gift of Mr. Dick Carey, 1989
The brick was part of the foundation of London's Great Western Railway station, pictured here, built in 1854 on Richmond Street at York Street. In 1882, it became the Grand Trunk Railway station. The Great Western Railway steamed into London from Hamilton in 1853, connecting these cities to Canada, the United States, and beyond.



Postcard, Late 19th Century, Gift of Mrs. H. G. Thompson, 1980

5 London and Port Stanley Railway Vase, Early 20th Century

Gift of Dr. J. Malcolm Smith, 1999
The orange souvenir vase celebrates the London and Port Stanley Railway, begun in 1856. The railway connected London businesses and industries to Lake Erie and the United States. It also carried Londoners to and from Port Stanley, a popular holiday destination. Passenger service ended in 1957.

6 Kensington Bridge Vase, Early 20th Century

Gift of Dr. J. Malcolm Smith, 1999
The yellow souvenir vase depicts the West London Streetcar at the west end of the Kensington Bridge in the mid-1890s. Workers built the bridge in 1871. As with other bridges spanning the Thames River, it connected London and the surrounding communities.

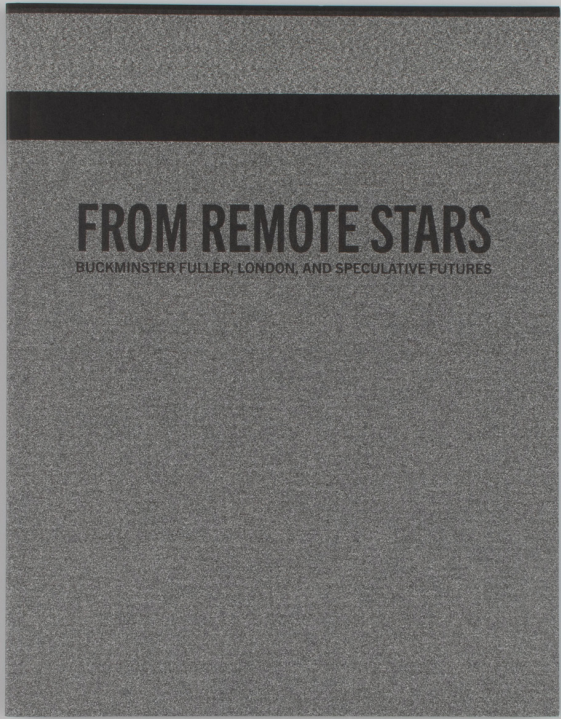
7 London Street Railway Fare Box, Early 20th Century

Gift of Jane Struthers, 1993
Travellers on London Street Railway's (LSR) streetcars inserted their payment in fare boxes like the one displayed here. The LSR began service in 1875 with three horse-drawn vehicles. In 1895, the LSR switched to electric power. It shifted to buses in 1940.

Four LSR cars wait outside the Main Building at the Western Fair Grounds in 1895.

Photograph, 1895, Gift of the London Public Library, 1962





Left & Below: “From Remote Stars” showcases the techno-utopian vision of R. Buckminster Fuller, featuring works from 22 artists inspired by his 1968 London visit. The book adopts the exhibition’s design in Trade Gothic Next, with Rolland Enviro paper and includes essays by Eva Díaz and others.

Right: Esmaa Mohamoud’s debut catalogue for “To Play In The Face Of Certain Defeat” explores contemporary Blackness through re-purposed sports gear, with a cover based on her work that combines UV gloss and debossed details over matte stock, mirroring the exhibition’s aesthetic set in Escrow and Bebas Neue Pro on Creator Silk Text.



client:

Moog

services:

graphic design, ui/ux, e-commerce, front & back-end development, wireframing, user-flows

brief:

Moog is a pioneer in electronic instruments, known for their innovative synthesizers that have shaped the sound of modern music. Coinciding with the release of their reissued classic modular synthesizers, we were approached to design and develop an improved e-commerce platform. Improving its appeal and functionality, integrating responsiveness and SEO best practices, the revamped site served as a dynamic hub for product info, artist collabs, and community engagement.

outcomes::

Post-launch, Moog reported a significant increase in user engagement and sales with massively improved customer retention and conversion rates. The newly designed platform played a key role in revitalizing the brand.



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STENNING

let's talk!

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