

Donna Lawson
Senior Store Designer, Canada Store Design at Starbucks Coffee Canada



A retail enthusiast on all fronts, Donna knows retail inside and out. For over 30 years she has worked with clients bringing life to their brands and customers into their spaces. Her love of retail — as a strategist, designer and shopping devotee — makes her especially attuned to how to connect with an audience through great design.

In her role as a creative and strategic leader, at both large and small design firms including The International Design Group, Watt Intl. Perennial Inc., Fiorino Design and Citizens and Collaborators, Donna has created brand environments and experiences that work both functionally and aesthetically, and resonate with customers. A testament to her versatility and ability to deliver on-target solutions, her work in wide-ranging sectors, for clients including Canadian Tire, La Maison Simons, Aldo, Mendocino, LCBO, Air Canada and Cineplex, has been acknowledged with well over 30 industry awards. Now in her current role at Starbucks Canada she shares her varied experience, knowledge and strategic vision leading store design across Canada.

Donna is a graduate of Ryerson Polytechnical University in Toronto, with a degree in Interior Design. Since graduating, she has obtained her NCIDQ professional certification, and full designation as Registered Interior designer.

Over the years, her design work has been published in such periodicals as Canadian Interiors, Canadian Retailer, Chain Store Age, Inspiration and Travel Retailer. She has also penned articles for Canadian Retailer and The Americas Duty Free & Travel Retailing.