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## Ryan Lockwood

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**Creative Director, Art + Motion with 14+ years experience in marketing and advertising—with focuses in concept, content, motion, experiential, interactive, and design.** Leading strategy and concept-driven creative that cuts through and moves the needle for brands—allowing them to drive their conversations in culture across nearly every screen, surface, device, and dimension imaginable. A modern-day creative dedicated to curiosity and craft—always learning, always growing.

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## Experience

### Creative Director, Principal

**Ryan Lockwood Design & Direction Ltd — New York, NY**

Jan 2019 - Current

Creative consulting, concepts, content, motion, experiential, interactive, and design for start-up to Fortune 50 companies, agencies and production studios. Select clients include Aetna, Back Market, Chevrolet, DoorDash, Goldman Sachs, Mazda, Mercedes-Benz, Merrell, Pepper, Prudential, Wheels Up, and Toyota.

Recent notable projects include:

- Concepted and brought to life large-scale motion OOH takeovers for Wheels Up in Times Square and on the Sunset Strip in Los Angeles during Superbowl weekend.
- Partnered with Back Market to launch a conceptual motion OOH takeover campaign across the NYC subway.
- Created and executed all of the launch motion content in partnership with Goldman Sachs for the Marcus app.
- Created all the external and internal-facing content for the launch of the new Prudential.com brand site.
- Concepted, directed, and launched a global campaign for Merrell successfully pivoting their number one selling shoe over to an entirely new younger, more diverse demographic.

### Sr Art Director, CMO-Brand Marketing & Advertising

**Prudential Financial — New York, NY**

Feb 2020 - Current

Initially a consultant—then moved into a FTE role working on a small, highly-targeted team directly under the CMO, Chief Brand Officer, and Head of Creative on high-profile brand and sponsorship conceptual creative initiatives. Including, but not limited to, brand social, TV, OOH, website, ads, experiential, and digital content.

- Led creative concepting and production for the largest marketing initiative of 2021 and 2022. A high-profile, multi-day event in collaboration with Playbill and the Times Square Alliance to help relaunch Broadway post-pandemic. Launching six unique physical, digital, and augmented reality experiences across Times Square in New York City, we generated over 1 billion impressions for the brand and won several awards.
- Led the production of an extensive body of content highlighting the USA Olympic Climbing team as they prepared to compete in Tokyo. This campaign brought their journey to life across a series of 18 videos plus animations, print, social, and business-facing content—winning an FCS Award in the process.
- Our team is responsible for all concept and creative for both static/motion ads and content across Prudential's brand social channels. In 2021, we nearly doubled brand awareness, engagement, and followers YOY.
- Concepted and animated several brand motion OOH boards running in Times Square for both the Prudential and PGIM: Global Investment Management brands.
- Directing a team to concept and produce video and photo campaign content highlighting the Buy Black sponsorship program winners in partnership with the New Jersey Devils and Prudential Center.

### Creative Director, Contract

**Wolverine Worldwide (CAT Footwear) — Grand Rapids, MI**

Apr 2019 - Jul 2019

- Led creative strategy and execution, market research, and launch campaign for their largest lifestyle shoe launch in company history across social, display, OOH, video, and retail touchpoints.
- Creative-directed six commercial photo and video shoots across Spain and the US for multiple product drops, campaigns, and CatFootwear.com.
- Consulted on overarching creative vision, strategy, and brand design for the Cat Footwear global brand and sourced agency partners to bring concepts to life.
- Created product sizzle video content and retail room designs for global conferences.

## Experience (cont.)

### Creative Director

Fairly Painless Advertising — Grand Rapids, MI

Sep 2015 - Jan 2019

- Mentored, led, and grew a team of 8+ art directors, copywriters, designers, motion artists and developers who conceptualized and executed creative, digital and marketing touchpoints for both B2B and B2C clients.
- Responsible for new business development including client pitches and presentations, nurturing client and vendor relationships, and acquiring stakeholder buy-in on creative concepts and strategy.
- Led the transformation from a traditional agency to a digital, content-first, thinker/maker model fostering an environment of collaboration where people felt safe to fail and execute bigger ideas.

### Sr Art Director

Fairly Painless Advertising — Grand Rapids, MI

Jun 2011 - Sep 2015

- Concepted and created and animated broadcast-ready motion content.
- Designed sites and experiences in as many as 26 languages.
- Created a wide-variety of ads and content across OOH, collateral, print, digital, packaging, and motion.

### Art Director

Grand Rapids Community College, Grand Rapids, MI

Jun 2008 - Sep 2011

- Developed internal and external marketing for 26 college departments.
- Designed, conceptualized and wrote advertising, content and social media.
- Led creative and concept development for all consumer-facing content.

## Education

### Bachelor of Fine Arts – B.F.A., Graphic Design

Kendall College of Art & Design — Grand Rapids, MI

Graduated 2012

- Minored in art history and photography + emphasis in advertising
- Volunteered for student AIGA, Design West Michigan and Design for Good

## Awards

- 3x 2022 FCS Awards
- 9x 2018 AAF Addy Awards + Judge's Choice
- 3x 2016 AAF Addy Awards + Judge's Choice
- 3x 2014 AAF Addy Awards
- 4x 2012 Student AAF Addy Awards + Best of Show
- 5x Awwwards Web Design Awards

## Skills

### Creative Direction

Conceptual Campaigns  
Principal Design Direction  
Creative Team Development  
Client Pitches and Presentations  
Interactive Concepts  
Creative Process Management  
Video + Photo Direction  
Experiential Activations  
Concept Copywriting  
Brand Architecture  
Marketing Strategy  
Timelines and Budgets  
Creative Staffing

### Art Direction / Design

Digital Display Ads  
Branded Content  
Social Media  
OOH/Print/Collateral  
In-Store POP  
Email Marketing

### UI/UX/CX

Wireframing + Prototyping  
Agile Design + Dev  
Lean UX Process  
UI App + Site Design  
HTML, CSS, Light JS

### Motion / Video

Storyboarding  
Motion Graphics  
Editing  
Visual Fx & Compositing  
Sound Design

### Software / Tech

Adobe After Effects, Animate, Audition, Illustrator, InDesign, Photoshop, Premiere, and XD  
Cinema 4D  
Figma / Sketch  
InVision  
Office + Keynote