
Ryan Lockwood

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Creative Director, AD 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.

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. 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

Editing
Visual Fx
Sound Design
Motion Graphics

Software / Tech

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