

Ryan Lockwood

Creative Direction + Design

[ryanlockwood.is \(portfolio\)](https://ryanlockwood.is)
linkedin.com/in/ryanwilliamlockwood

+1616 901 9873
wherever@ryanlockwood.is

Experience

Self-employed/Freelance Creative Director + Designer Brooklyn, New York | Jan 2019 - Current

+ Consulting, creative direction and design for marketing & advertising, UI/UX, motion, experiential and interactive for medium to Fortune 500 companies, agencies and production studios

CAT Footwear Contract Creative Director Rockford, MI | Apr 2019 - Jul 2019

+ Concepted, led and executed creative strategy, market research, and launch campaign for largest lifestyle shoe line in company history, Cat Footwear CODE Collection, across social, display, OOH, video, and retail consumer touchpoints
+ Creative directed six commercial photo and video shoots across Spain and US for multiple product drops, campaigns, and CatFootwear.com
+ Concepted and executed launch campaign for the new lifestyle brand Advanced Walking Machines across social, display, video, and retail consumer touchpoints
+ Consulted on overarching vision, strategy, and brand design for the Cat Footwear global brand and sourced agency partners to bring to life
+ Created product sizzle videos, content and retail room designs for global conference

Fairly Painless Advertising Creative Director Grand Rapids, MI | Sep 2015 - Jan 2019

+ Mentored, led and grew a team of 10+ designers, art directors, copywriters, motion artists and developers who concepted and executed all creative, digital and marketing touch points (B2B and B2C)
+ Was integral in new business development, client presentations, relationships, and selling creative concepts and strategy both internally and externally
+ Led brainstorming and concept development for small and large-scale, multi-channel deliverables
+ Help lead the agency from a traditional model to a digital, content-first, thinker/maker model
+ Fostered an environment of collaboration where people felt safe to fail and execute bigger ideas

Fairly Painless Advertising Senior Art Director Holland, MI | Jun 2011 - Sep 2015

+ Created pixel-perfect UI comps in Photoshop, Sketch and Adobe XD
+ Worked with devs to fine-tune designs and edited HTML, CSS and JavaScript
+ Edited broadcast and web-ready video content in Adobe Premiere
+ Created animated and broadcast-ready video content in After Effects
+ Designed digital sites and experiences in as many as 26 languages
+ Executed ad sets across global digital ad networks, Google Adwords, Facebook, Instagram, LinkedIn and Twitter

AIGA West Michigan Director of Communications Grand Rapids, MI | Jun 2013 - Jun 2014

+ Led the marketing and communications team and initiatives
+ Executed 24 large-scale events across West Michigan
+ Membership increased by 40% during tenure
+ Redesigned and launched chapter website
+ Grew social media following by 60% over the year
+ Built communications processes and templates

GR Community College Art Director Grand Rapids, MI | Jun 2008 - Sep 2013

+ Developed all internal and external marketing for 26 college departments
+ Designed, concepted and wrote advertising, content and social media
+ Led brainstorming and concept development for communications department
+ Redesigned and launched new 5500+ page college website
+ Worked with broadcast team to create video content for local TV station
+ Art directed photo shoots and built DAM-managed catalog of images

Education

Kendall College of Art & Design

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

+ Swept student Addy awards with five wins, including best of show
+ Attended advanced ad classes to receive Emphasis in Advertising
+ Minored in art history and photography
+ Volunteered for student AIGA, Design West Michigan and Design for Good

Skills

Creative Direction

Principal Design Direction
Scheduling and Budgeting
Team Management and Growth
Brand Architecture
Marketing Strategy
Conceptual Ad Campaigns
Creative & Interactive Concepts
Video Direction
Copywriting
Experiential Experiences

Art Direction / Design

Photo Shoots
Online Display Ads
Branded Content
Social Media
Outdoor / Print / Collateral
In-Store POP
Email Marketing

User-Interface (UI) / User-Experience (UX)

Wireframing & Prototyping
Agile Development
Lean UX Design
UI Design for Apps and Web
HTML, CSS, Light JavaScript

Motion / Video

Editing
Sound Design
Visual Fx
Motion Graphics

Software / Tech

Adobe Creative Cloud
Sketch
Office + Keynote
InVision / Marvel
WordPress

Awards

9 x 2018 AAF Addy Awards + Judge's Choice
4 x 2017 AAF Addy Awards + Judge's Choice
3 x 2016 AAF Addy Awards + Judge's Choice
3 x 2014 AAF Addy Awards
4 x 2012 Student AAF Addy Awards + Best of Show
5 x Awwards Web Design Awards