

Ryan Lockwood

Creative & Art Director: marketing & advertising; design, content, motion, experiential/interactive, user-experience

For the past seven and a half years, I have been a creative director for a multi-disciplined, multi-award winning agency in Michigan. Executing concept, strategy and data-driven ideas, enabling brands to drive their conversations in culture. I have been fortunate to tell these stories across nearly every screen, surface, device, and dimension. My focus is always on creating incredible work that cuts through and moves the needle for top brands across the globe.

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Education

Kendall College of Art & Design

Bachelor of Fine Arts, Graphic Design
Minor, Art History

Emphasis in Advertising

Involvement

AIGA

Member/volunteer since 2010

IxDA

Member/volunteer since 2010

Design WM

Member/volunteer since 2010

AIGA Design For Good

Designer/volunteer

Awards

9 x 2017 AAF Addy Awards

Judges' Choice, 3 Gold, 6 Silver

4 x 2016 AAF Addy Awards

Judges' Choice, 1 Gold, 2 Silver

3 x 2014 AAF Addy Awards

Judges' Choice, 2 Silver

3 x 2013 AAF Addy Awards

1 Gold, 2 Silver

4 x 2011 Student AAF Addy Awards

Best of Show, 1 Gold, 2 Silver

5 x Awwwards Web Design Awards

Experience

Creative Director // Fairly Painless Advertising

2011 - Present

- Direct teams of designers, art directors, copywriters, motion artists, developers and visual effects artists on multiple concurrent projects
- Mentor and grow team members by setting intentional career goals
- Establish, maintain and scale project staffing and schedules
- Brainstorm and develop concepts for pitches and projects
- Write creative briefs and collaborate on strategic direction
- Collaborate daily with accounts, strategy, UX, Dev, QA and client teams
- Develop presentations and pitch creative concepts to clients
- Work with account staff to pitch and develop new business
- Create multi-channel content and launch across multiple platforms
- Design digital sites and experiences in as many as 26 languages
- Execute ad sets across global digital ad networks, Google Adwords, Facebook, Instagram, LinkedIn and Twitter
- Create pixel-perfect UI comps in Photoshop, Sketch and XD
- Participate in user-testing studies
- Work with developers to fine-tune and edit HTML, CSS and JavaScript
- Edit broadcast and web-ready video content in Premiere
- Composite and execute visual effects across a variety of motion content using After Effects and Cinema 4D
- Build animated and broadcast-ready video content in After Effects

Director of Communications // AIGA West Michigan

2013-2014

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

Art Director // Grand Rapids Community College

2008 - 2011

- Developed all internal and external marketing for 26 college departments
- Designed, conceptualized 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 TV team to create video content for college TV station
- Art directed photo shoots and built DAM-managed catalog of images