

# Ryan Lockwood

Creative Direction: marketing & advertising; design, UI/UX, content, motion, experiential/interactive

Portfolio: [ryanlockwood.is](http://ryanlockwood.is) +1 310 975 3138 [wherever@ryanlockwood.is](mailto:wherever@ryanlockwood.is) 1035 Roscomare Rd, Los Angeles, CA 90077

## Education

### Kendall College of Art & Design

Bachelor of Fine Arts, Graphic Design

Minor, Art History

Emphasis in Advertising

## Skills

Concept Development	Branding
Creative & Brand Strategy	Experiential/Interactive
Team & Project Management	Video Editing,
Design & Art Direction	Visual Effects & Motion Graphics
Copywriting	Social & Digital Campaigns
Digital & Traditional Ad Campaigns	UI & UX Design
	Photoshoot
	Art Direction

## Involvement

### AIGA / Design for Good

Member/volunteer since 2010

### IxDA

Member/volunteer since 2010

### Design WM

Member/volunteer since 2010

## Awards

### 9 x 2018 AAF Addy Awards

Judges' Choice, 3 Gold, 6 Silver

### 4 x 2017 AAF Addy Awards

Judges' Choice, 1 Gold, 2 Silver

### 3 x 2015 AAF Addy Awards

Judges' Choice, 2 Silver

### 3 x 2014 AAF Addy Awards

1 Gold, 2 Silver

### 4 x 2012 Student AAF Addy Awards

Best of Show, 1 Gold, 2 Silver

### 5 x Awwwards Design Awards

## Experience

### Freelance Creative Director // Self-employed

Los Angeles, CA

Jan 2019 - Present

- Consulting and design for clients and agencies in the California and the Midwest
- Creative strategy, briefs, direction, design, content development, user-experience (UX), user-interface (UI), motion and digital/social campaigns

### Creative Director // Fairly Painless Advertising

Grand Rapids, MI

Jun 2011 - Jan 2019

- Directed teams of designers, art directors, copywriters, motion artists, developers and visual effects artists on multiple concurrent projects
- Mentored and grew team members by setting intentional creative career goals
- Established, maintained and scaled project staffing and schedules
- Brainstormed and developed concepts for pitches and projects
- Wrote creative briefs and collaborated on strategic direction
- Collaborated daily with account, strategy, UX, Dev, QA and client teams
- Developed presentations and pitched creative concepts to clients
- Pitched, developed and won new business in concert with head of accounts
- Created multi-channel content and launched across multiple platforms
- Designed sites, apps and digital experiences in as many as 26 languages
- Executed ad sets across global digital ad networks, Google Adwords, Facebook, Instagram, LinkedIn and Twitter
- Created pixel-perfect UI comps in Photoshop, Sketch and XD
- Interpreted feedback from user-testing and implemented findings
- Worked with developers to fine-tune and edit HTML, CSS and JavaScript
- Edited broadcast and web-ready video content in Premiere
- Composited and executed visual effects across a variety of motion content using After Effects and Cinema 4D
- Built animated and broadcast-ready video content in After Effects

### Director of Communications // AIGA West Michigan

Grand Rapids, MI

Apr 2013 - Apr 2014

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

### Art Director // Grand Rapids Community College

Grand Rapids, MI

Jun 2008 - Sep 2011

- 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 TV team to create video content for college TV station
- Art directed photo shoots and built DAM-managed catalog of images