



# Alex Lockwood

For product teams who need guidance and activation, Alex is a UX Architect that grows products and inspires teams. Alex rolls up his sleeves and never stops advocating for his team, their mission, and their customers.

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## UX + CREATIVE DIRECTION + MGMT + DESIGN

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My "why" is to enable people to do a lot with very little. It's how I grew up. My reality turned it into my purpose. I gather the necessary information and resources, and put it to work. I try, learn quickly, and try again, recognizing patterns and simplifying. I perform and apply research in design. I make it accessible, approachable, lovable.

I'm an activator, bringing people together around an idea. I harness the collective energy and knowledge of working in a group. Diverse experience and points of view keep things fresh. The right people and processes, identified and organized, is how things get done.

Let's build something amazing **together.**

– Alex

Alex Lockwood

# W O R K

## GE Aviation \_\_\_\_\_ UX CONSULTANT + STRATEGIST | 2016+

Leadership, UX, UI, research, strategy, service design and product ownership for multiple digital products. Projects span supply chain, additive, diagnostics and services verticals, as well as internal processes and initiatives to advocate for UX, design thinking, and design systems.

## VML / Rockfish WPP \_\_\_\_\_ CONSULTANT + DESIGN LEAD | 15—16

Creative direction, UI design and planning for mobile, wearables, tablet and responsive executions in the automotive, green energy, and pharmaceutical industries. Clients include Ford, Lincoln, SunRun and Johnson & Johnson.

## OOHology \_\_\_\_\_ MANAGING DIRECTOR | 13—14

Creative direction, client liaison, and management of the design and information architecture teams. Pioneer of the OOHology Cincinnati office. Quality control of projects spanning their full lifecycle from discovery and ideation, through naming, branding, design, UX, SEO, front-end and back-end development, social and marketing. Responsible for the development of teams and processes, as well as scout for and nurture the creative talent in-house.

## POSSIBLE \_\_\_\_\_ CONSULTANT + DESIGN LEAD | 14—15

## LEAP \_\_\_\_\_ SENIOR DESIGNER | 11—13

## Pop Design Works \_\_\_\_\_ ART DIRECTOR | 8—11

## Designed Solutions Group \_\_\_\_\_ DESIGN LEAD | 7—8

## Dayton Daily News \_\_\_\_\_ DESIGN LEAD | 6—7

## Freelance @ 71dpi \_\_\_\_\_ BRAND, DIGITAL | Y2K+

Education, references, awards and samples available by request or online

