



Alex Lockwood

UX + CREATIVE DIRECTION + MGMT + DESIGN

My passion lies in people, and the connections they form with one another and with technology. I've lead projects, managed teams of designers, developers and strategists, and developed new processes for over a decade.

I'm a communicator, visually and vocally. I'm an activator and a leader. I'm highly self-motivated, but thrive in a group. I always seek to find others' passions to develop them and allow better collaboration.

My approach and productivity are sculpted from working with small, aggressive agencies. My knowledge and experience in larger organizations allows me to see the whole picture. I employ creative direction that pairs strategy and forward-thinking design. My solutions are backed by research and rooted in psychology. Direction and design don't just solve problems, they're the visual cues that lead stories. Every choice made speaks volumes on a subconscious level. Knowing your brand and your audience are clutch to crafting stories people will connect to.

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

– Alex

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W O R K

GE Aerospace _____ LEAD UX DESIGNER, UX ARCHITECT | 16—24

UX, research, strategy, service design, UI and product ownership for multiple digital products. Projects span supply chain, additive, systems, and commercial engines & services verticals, as well as internal processes and initiatives to mature UX, Lean and design thinking capabilities.

VMLY&R / Rockfish _____ 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

