



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