

KYLE LOCKWOOD

*seasoned designer*



**PROFILE**

Kyle's commitment to purposeful and scalable design solutions presented in clean, timeless packages is evidenced throughout the myriad brand identities, direct mail packages, packaging systems and more that contribute to his diverse design experience.

But it's not just good-looking design that helps him stand out from the pack. He believes that thorough research into what makes a brand's identity unique is the backbone for strong design.

This passion makes him a highly strategic individual who approaches every assignment, no matter the size, with careful attention given to finding the most effective and impactful solutions for his clients. As a design team leader,

Kyle structures a collaborative, effective environment by investing in talented people and his own role as team member. Through clear communication, strong organization, and trust, he drives his team and his clients to success, every time.

**EXPERIENCE**

**EIRE DIRECT MARKETING**  
*Associate Creative Director*  
Chicago, Ill  
1997 - 2018

Led the art direction and creative team for all client initiatives. Responsible for new brand research, collaborations with copywriting, production and brand strategy teams for creative solutions, and managing freelancers and junior staff. Project scopes ranged from ground-up brand refreshes, logo designs, informational graphics, icons and website overhauls to direct mail packages, event collateral, packaging systems and digital marketing.

**TALENTS**

- Brand Design
- Print Design
- Web Design
- Garden Design
- Interior Design

**CLIENTS**

- Commonwealth Edison
- The Morton Arboretum
- American Dental Association
- BP
- Synchrony Financial
- Alliant Credit Union
- Comcast
- Cars.com
- Alyce Paris
- Angel's Grace Hospice
- Catherine Cook School
- Lincoln Park Zoo

**EDUCATION**

**GUSTAVUS ADOLPHUS COLLEGE**  
*Bachelor of Arts in Geography*

**JOSEPH REGENSTEIN, JUNIOR  
SCHOOL OF THE CHICAGO BOTANIC GARDEN**  
*Professional Certification in Garden Design*

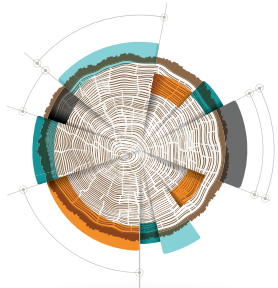
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## BRANDING – Catherine Cook School

When approached by the Catherine Cook, the school was only several years old and little thought had been given to creating a strong, consistent look to printed materials and their online presence. First, the existing logotype was reworked and the banner graphic was added. Then a style guide was developed with vibrant colors and graphic elements. Fonts, page layouts, photography and letterhead guidelines were also included in the style guide. Companion marks and marketing materials were subsequently designed and guidelines for their use included in the style guide.



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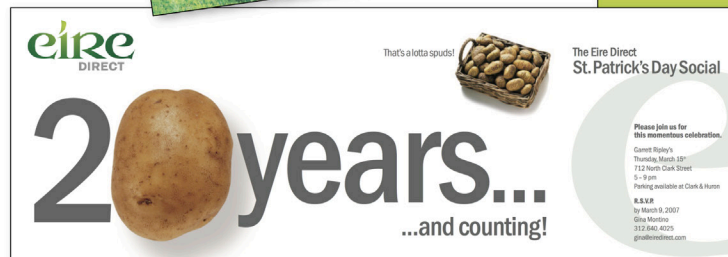


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## BRANDING – Eire Direct Marketing

Over 20+ year history of working with Eire brand and after having refreshed it a number of times, the latest look and feel incorporates a bright green color fields and a nod to the company's urban loft location. The bright green is also incorporated in the updated logotype. The oversized "e" has been a consistent element as well as the companion mark.

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DIRECT



e  
Direct

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## BRANDING – JD KL Properties

Picking up on the classic/retro feel of the company's collection of vacation rental houses, a warm and friendly identity was developed, loosely based on a home's window panes. Individual logos were developed that reflect the personality of each property. Marketing materials and collateral such as notepads, house manuals and area attraction guides were also designed for each property. The "JD KL Window" is intended to be the umbrella mark for a number of businesses, including landscaping and real estate.



**the  
Holly Woods**

**PRAIRIE WOOD**

**DUNEWOOD**



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## BRANDING – Various Logos

Many hundreds of logos have been conceptualized/ designed in an almost 30-year graphic design career and a large percentage have fallen by the wayside as the client narrows their choices. Here are a few recent samples of concepts presented to clients ranging from a wellness center to a member resource for dentists.



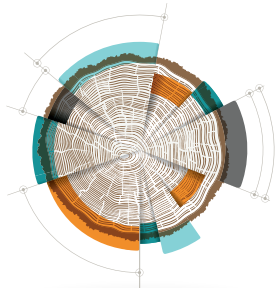
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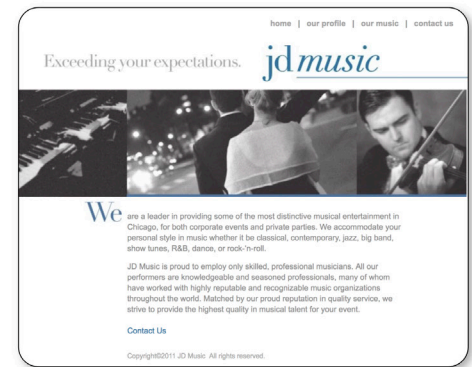
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## WEB/PRESENTATION

The websites below show a range of approaches to the process of designing and building websites that go from working with coders to using online platforms to personally writing html code. The presentations range from highly interactive to simple, but engaging, PowerPoint templates. Click on the images below to access to the Seasoned Designer website and links to the websites and presentations. Or go to <https://www.seasoned-designer.com/graphic-design>



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## PRINT COLLATERAL – Alyce Paris

A 100+ page catalog divided into multiple collections ranging from prom dresses to mother-of-the-bride.

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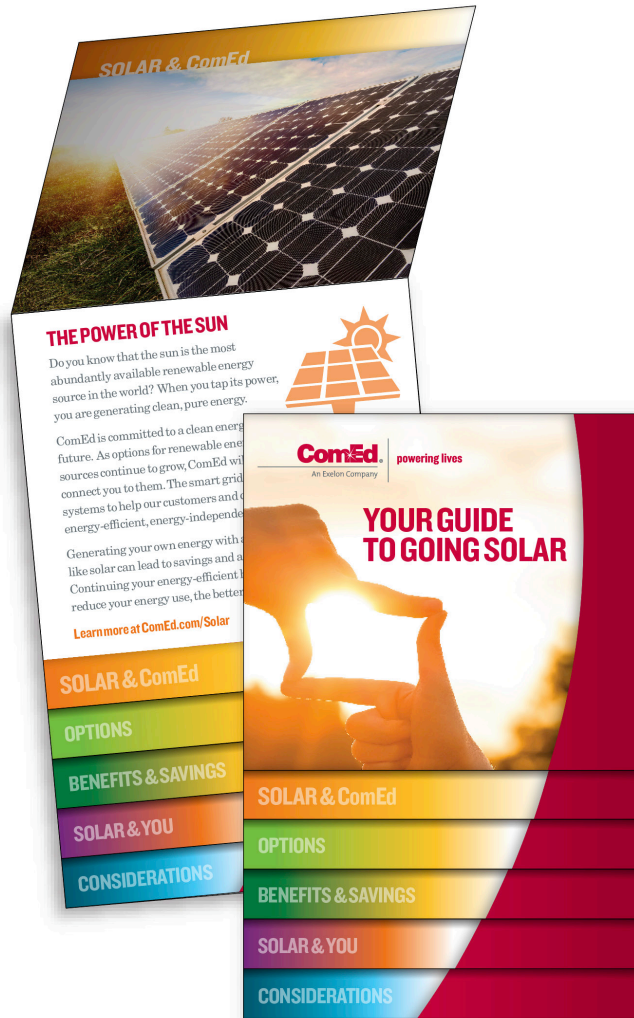
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## PRINT COLLATERAL – ComEd

Two brochures, both stepped, one a consumer-facing guide to solar energy and the other internal newsletter highlighting achievements in customer service.



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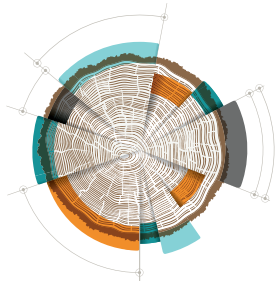
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## PRINT COLLATERAL – BP

16-page brochure with transparent overlays. Gift cards and card-holder commemorating the Paralympics.



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## PRINT COLLATERAL – American Dental Association

32-page catalog of dental practice resources.



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## PRINT COLLATERAL – ARCO

Site employee maintenance task roster, manual and reference tool. Samples of site point-of-purchase signage.



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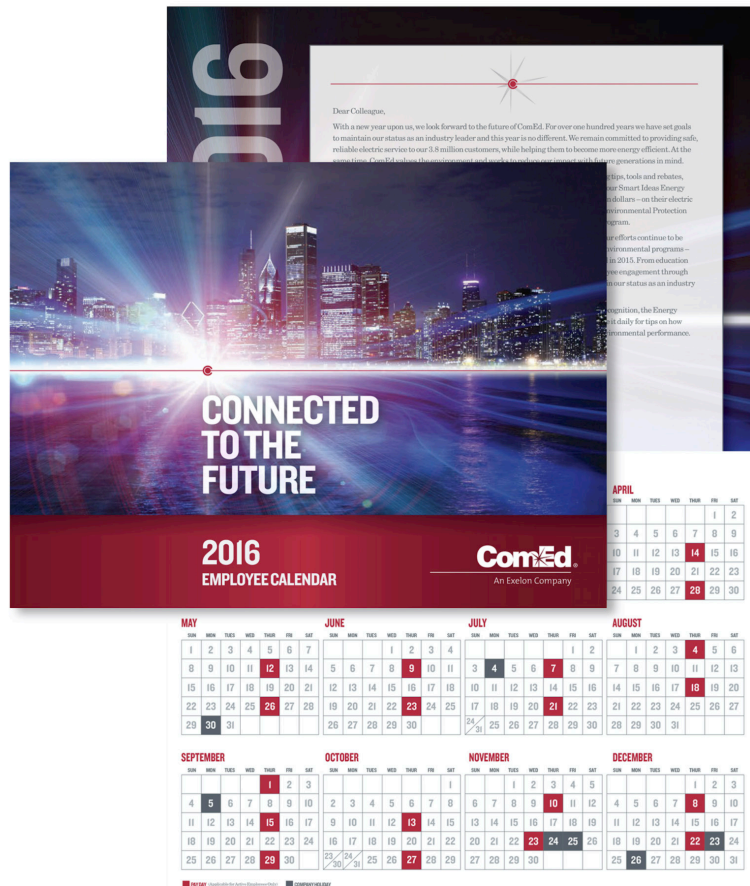
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## PRINT COLLATERAL – ComEd

Calendar for ComEd's 9,000+ employees.



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## DIRECT MAIL – Morton Arboretum

A 3-panel self-mailer and an envelope package that are part of a quarterly membership acquisition mail campaign.





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## DIRECT MAIL – Alliant Credit Union

2-panel self-mailer with landing page and email support as part of a campaign to make employees aware of credit union benefits.

**ALLIANT**  
credit union  
www.alliantcreditunion.org

PO Box 8808  
TUCUMCUM, Tully Airmail  
Chicago, Illinois 60680-0808

A great benefit for Air Wisconsin Employees

LOW-RATE AUTO LOANS

Just from Alliant. Just for you.

Take full advantage of all that membership offers.

Membership starts with a no-minimum savings account. Alliant will give you a complimentary \$50 to get you started. Get a \$100 Bonus Deposit when you get a low-rate auto loan.

1 Just finance within 90 days of your Alliant membership enrollment date.

2 New car, used car and refinancing loans available.

\$100 will be deposited right into your checking account.

Join Now | Learn More  
Check out more money-saving offers here

Join Now!

**Air Wisconsin**  
AIRLINES CORPORATION

Get \$100 FREE!

Just join.

ALLIANT credit union

Alliant is recognized as a leader in the financial industry.

Click Logos for more information.

800-328-1938 | ADA Reading and Touch Number 877-881-0228

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Join the conversation!

Facebook | Twitter | LinkedIn | YouTube | Instagram

Alliant Credit Union, Chicago, Illinois. Your savings federally insured by at least \$250,000 and backed by the full faith and credit of the United States Government - National Credit Union Administration (NCUA), a U.S. Government Agency.

NCUA  
National Credit Union Administration  
U.S. Government Agency

Your savings federally insured by at least \$250,000 and backed by the full faith and credit of the United States Government - National Credit Union Administration (NCUA), a U.S. Government Agency.

ALLIANT credit union

A great benefit for Air Wisconsin Employees

FREE CHECKING THAT'S REALLY FREE.

Just from Alliant. Just for you.

**Air Wisconsin**  
AIRLINES CORPORATION

Just join.

ALLIANT credit union

Free checking just for Alliant Members

Air Wisconsin has partnered with Alliant Credit Union to be an important part of your employee benefits. Free Checking is one of a wide range of financial products offered. Members of Alliant enjoy great rates on loans and 24/7 account access online, on the phone, at ATMs and via your mobile device.

Free Basic Checking

- No monthly service fees
- No initial deposit or minimum balance requirement
- No check writing or point-of-sale fees
- Free VISA® Debit Card
- Access to more than \$0.00 surcharge-free ATM nationwide\*
- Free Bill Pay™ through Alliant Online Banking
- Free fraction of checks

Free High-Rate Option

- Enjoy all the features of Free Basic, plus even a high dividend rate with no minimum balance requirement
- New High-Rate account holders get a free \$50 Deposit. See details at [alliant.com](#).

Worry-Free Options

- Alliant checking accounts offer overdraft protection for security and peace-of-mind

Alliant Checking has no monthly service fees or balance requirements that others have - can cost you \$130 per year.

New Rules Book for Study, March 1, 2012

Get a \$50 Bonus Deposit

When you upgrade to a free High-Rate Checking

Just meet these low-eligibility requirements within 90 days of your Alliant membership enrollment date:

- Opt-out of paper statements and receive only eStatements sent to your email address
- Make at least one monthly electronic deposit (each month) to the account such as direct deposit, payroll, ATM deposit, eDeposit or eDeposit Plus, from mobile check deposit, or transfer from another financial institution

\$50 will be deposited right in your Alliant savings account!

FREE CHECKING THAT'S REALLY FREE.

www.NewLandingPage.com

Or - scan this code!

Just for you. Just for members.

Just join.

ALLIANT credit union

Federally insured by NCUA

Just for you. Free checking.

Message Options

From: Kyle Lockwood

To: Kyle Lockwood

Subject: Just for You - Free Checking

A great benefit for Air Wisconsin Employees

FREE CHECKING THAT'S REALLY FREE.

Just from Alliant. Just for you.

A benefit from Company ABC.

Just join.

Really free.

Offered with Alliant Credit Union to get services and FREE CHECKING range of financial products available. Join to enjoy FREE CHECKING with these:

Free checking account. Simply meet the requirements within 90 days of your Alliant membership enrollment date.

Statements and receive only to your email address. Monthly electronic deposit to the account such as direct deposit, payroll.

Right to your privacy.

Just for Alliant members.

Join Now!

A great benefit for Air Wisconsin Employees

FREE CHECKING THAT'S REALLY FREE.

Just from Alliant. Just for you.

Now go ahead... Just join.

2 of 81

From: Kyle Lockwood

Subject: Just for You - Free Checking

A great benefit for Air Wisconsin Employees

FREE CHECKING THAT'S REALLY FREE.

Just from Alliant. Just for you.

Now go ahead... Just join.



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## DIRECT MAIL – Cars.com

Self-mailer, envelope package and tube package to increase auto dealer participation.



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# DIRECT MAIL – Morton Arboretum

Multi-panel, unfolding self-mailer as part of membership acquisition campaign.

## THIS IS THE PLACE TO BE ALL YEAR 'ROUND!

What's not to love? We offer the most breathtaking colors and scenic beauty in Northern Illinois. Only at the Arboretum can you find fall and winter wonderland like this, which leads into an abundant spring and lush summer. Come create family traditions that will last a lifetime!

### FALL INTO FALL, COLOR, AND COME BACK ALL YEAR 'ROUND!

The Fall Color Festival includes drive-in movies, hiking, biking, classes, and so much more. The Morton Arboretum is a thriving outdoor museum and entertainment hub for everyone. [To learn more, visit mortonarb.org.](#)

|  |   |   |   |
|--|---|---|---|
| <b>LAPUNGA! OCTOBER 4-6 PM</b><br><b>ALL NEW!</b><br>Craft Beer Festival<br>Hear local craft beer tastings and enjoy live music from the Morton Arboretum's award-winning bands. | <b>OCTOBER 11-14</b><br><b>6th Annual Glass Pumpkin Patch</b><br>Visit glass artists, enjoy live music, and purchase live-edge displays of more than 1,000 pumpkins from glass artists. | <b>WEEKENDS IN OCTOBER, 11 AM-4 PM</b><br><b>Tick or Treat in the Children's Garden</b><br>An evening of trick-or-treating with special treats! | <b>LOOKING AHEAD</b><br><b>WEEKENDS IN OCTOBER</b><br>Breakfast with Santa<br>An evening with Santa Claus and special gifts for children. |
| <b>DAILY IN OCTOBER</b><br><b>Scavenger Trail</b><br>Explore the Arboretum for fall-themed items and win prizes!   | <b>WEEKENDS THROUGH OCTOBER 14</b><br><b>Wine Rentals</b><br>Enjoy wine and cheese with friends and family.   | <b>OCTOBER 17, FEBRUARY 21, 2015</b><br><b>Enchanted Railroad</b><br>A special train ride through the Arboretum's scenic grounds.               | <b>2014-2015 Chamber Concert Series</b><br>Enjoy live music performances in the Arboretum's beautiful grounds.                            |
| <b>OCTOBER 1</b><br><b>Fall Color 5K Run &amp; Walk</b><br>Join us for a fun run or walk through the Arboretum's colorful grounds.   | <b>WEEKENDS IN OCTOBER AND NOVEMBER</b><br><b>Therapeutic Horticulture</b><br>A program for people with disabilities to enjoy the outdoors.   | <b>2014-2015 Arbor Day Plant Sale</b><br>A special sale of trees and shrubs for the Arboretum's conservation efforts.                           | <b>2014-2015</b><br>A special event celebrating the Arboretum's 100th anniversary.  |

## YES! Join the Morton Arboretum.

**JOIN NOW! SAVE 20%**

**MEMBER-ONLY BENEFITS:**

- FREE ACCESS to all Morton Arboretum programs
- FREE PARKING
- FREE DISCOUNTS on all Morton Arboretum programs
- FREE ACCESS to all Morton Arboretum programs
- FREE PARKING
- FREE DISCOUNTS on all Morton Arboretum programs

**JOIN TODAY! Offer expires November 10, 2014.**

**TREES ARE OUR PASSION.**

## A DIFFERENCE MAKER

Join us for a special evening of light and sound at the Morton Arboretum. The Chicago Ribfest has had Illumination: Tree Lights at the Morton Arboretum, an all-year "must-see" destination. The November, the hit of the season returns with more than a mile of a kind and interactive experience.

**ILLUMINATION: TREE LIGHTS AT THE MORTON ARBORETUM**  
NOVEMBER 21, 2014 TO JANUARY 3, 2015  
6:00 p.m. with last entry at 8:30 p.m.

**SAVE 20% OFF MEMBER**  
Offer expires November 10, 2014.

## 4 FOUR SIMPLE WAYS TO BECOME A NEW MEMBER.

1. **ONLINE** - mortonarb.org/join
2. **IN PERSON** - At the Plant Center
3. **PHONE** - Call 630-719-2453
4. **MAIL** - See details on right form and return envelope.

**FREE PARKING** - When accompanied by a member in the member's car.

**DISCOUNTED EVENTS** - One week in advance of all non-admission events for all members.

**15% OFF CLASSES** - Enrolling in classes is able and the entire family including the entire family.

**10% DISCOUNT** - At The Arboretum Store.

**RECIPROCAL ADMISSION** - At more than 100 member gardens across North America.

**JOIN TODAY! Offer expires November 10, 2014.**

**EXCLUSIVE OFFER:**  
Put your arms around **20% SAVINGS** on your membership!  
Join us now and all year 'round. SEE INSIDE.

## TO EXPLORE!

**Schubert's Prairie** - Visit with 100-year-old prairie plants and enjoy the sounds of nesting birds.

**Thornhill Treatment Center** - Join the team of the Morton Arboretum's award-winning horticultural therapy program.

**George Restaurant and Cafe** - Enjoy a meal in the heart of the Arboretum's scenic grounds.

**Children's Garden** - A place where children can learn about plants and nature.

**Tree and Plant Collections** - The Morton Arboretum's award-winning horticultural collection.

**Woods of Peace and Hope** - A place where you can find peace and hope.

## THE MISSION OF THE MORTON ARBORETUM

Our mission is to preserve and enhance the natural beauty of the Morton Arboretum and to provide a place where people can learn about and appreciate the natural world.

**WOODLAND RESTORATION** - A program to restore and enhance the natural beauty of the Morton Arboretum's woodlands.

**SUSTAINABLE RESEARCH** - A program to study and understand the natural world and its changes over time.

**COMMUNITY GARDENING** - A program to provide a place where people can learn about and appreciate the natural world.

**THE PLANT CLINIC** - A program to provide a place where people can learn about and appreciate the natural world.

**CHICAGO AND GROW! PROGRAM** - A program to provide a place where people can learn about and appreciate the natural world.

**JOIN TODAY! Offer expires November 10, 2014.**



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## DIRECT MAIL – Alyce Paris

Two multi-panel self-mailers to highlight prom dress collection and promote prom dress contest.





## DIRECT MAIL – Lincoln Park Zoo

Series of themed spring benefit invites ranging from multi-panel self-mailers to envelope packages that include booklets and unfolding posters.

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