

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.

TALENTS

Brand Design
Print Design
Web Design
Garden Design
Interior Design

EDUCATION

GUSTAVUS ADOLPHUS COLLEGE
Bachelor of Arts in Geography

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

EXPERIENCE

SEASONED DESIGNER

Freelance Graphic Designer

South Haven, Michigan & Palm Springs, California
2018 – Present

Currently working with clients on graphic design projects that include annual reports, catalogs, newsletters and flyers, direct mail, event/benefit invites and supporting materials, website design, logo development, and social media post graphics.

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.

CLIENTS

All Stars Project
Commonwealth Edison
American Dental Association
The Morton Arboretum
Minding Your Business

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