

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*