

DOUG LOCKYER

Midtown East, Manhattan

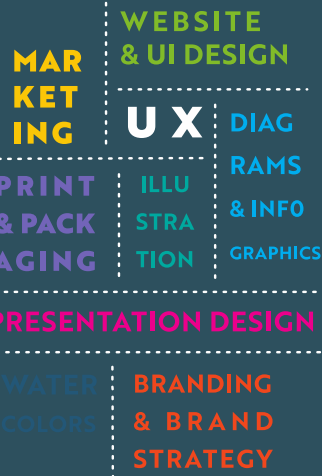
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AREAS OF EXPERTISE



SKILLS

- Adobe Creative Suite (Photoshop/Illustrator guru)
- Figma UX/UI (Web & Mobile)
- Microsoft Office Suite (PowerPoint/Excel guru)
- Traditional media painting (oils/acrylics/gouache/watercolor)
- Digital Illustration
- Kids/ Book Illustration & Design
- Typography
- Print production
- Visual Communications & Graphic Design

PROFILE

An innovative senior branding/marketing and creative guru, with IPO, Fortune 500, SME, startup, and publishing experience. Founded two multimillion-dollar communications firms to serve blue-chip clients, the first of which (Studio Gecko) focused on branding and print communications, the second of which (Riptide) was an interactive communications and e-commerce firm. A highly skilled and awarded designer and illustrator, for kids' Books, educational, editorial, corporate, marketing, and advertising projects. A print and digital communications designer with the ability to visually express complex ideas and processes as compelling and engaging graphical content for diverse audiences, from executives and investors to children.

STRATEGIC SKILLS

- Branding/marketing & innovation strategies
- Strategic relationships & external partnerships
- Market/customer research and analysis
- Startup/emerging firm growth management

CREATIVE SKILLS

- Visual communications and educational-content design and illustration
- Presentation design, diagrams, and infographics
- Traditional and digital, UX, print and packaging expertise

EXPERIENCE

2008 – PRESENT

Branding, marketing & design consultant, wildlife watercolor artist (USA/Kenya/NZ):

- Created a successful internal communications campaign for the UN featuring a fun animated mascot, short films, and topical comic strips.
- Designed 50+ top-selling educational posters and several brochures, catalogs and ePub books for K12 audiences over 15 years for FoodandHealth.com
- Developed numerous UX designs for diverse clients for mobile and desktop websites and applications
- Produced more than 20 presentations for new product launches for Samsung
- Branded and marketed startups and designed WordPress websites for blockchain, export, research and NGO firms in Kenya, including comprehensive branding guidelines for each.
- Branded and developed novel fundraising auction concepts for the Nairobi division of Mealy's Auction House (founded in Ireland in 1934)
- Painted award-winning Kenyan wildlife watercolors and raised funds for Kenyan wildlife conservation

2007

VP Marketing, Grey Direct & Digital (NY, USA)

- Spearheaded design and strategy teams on successful new business pitches for BMW Financial Services, Aetna and NetBank, reporting directly to CEO
- Designed and conducted focus groups, interviews and surveys for BMW
- Conducted secondary market and customer research for BMW
- Identified key behavior drivers and created customer personae for BMW

2002 – 2006

Freelance brand/graphic designer and illustrator (Sweden/USA)

- Branded and created presentations for numerous successful startups, including Reunion Works, School Naming Rights and Franchise Bullseye
- Online strategic relationship presentations for Reunion works resulted in deals with classmates.com, United Online and NetZero to create channels to serve 18 million annual US reunion attendees
- Consulted as interim Chief Marketing Officer for a Dutch telecom startup, operating in the Dominican Republic, involving primary and secondary research for deep customer/market insights and stakeholder presentations which secured \$2.5 million in investments
- Illustrated two bilingual moral young reader books for Wayne Dyer, including Itty Biity Bear (available on [Amazon](https://www.amazon.com))
- Designed and illustrated several internal guidebooks, and rich content for tech and online creative tutorial publishers.

EDUCATION

BBus (Marketing)
Massey University (NZ)

AWARDS

Pollyanna Pickering Award (Artists for Conservation)

“Tim, one of the last and largest
of the giant tuskers”
African elephant watercolor

Consumer Reviews Packaging

Best Action Game Pack,
“HydroStrike” (Pressman Toys)

Corel Painter “Beyond the Canvas”

“Daydream Charlie” Digital Art
from self-published kids’ book

ANZ Bank “Art in Architecture”

Lawyers’ Reception Atrium in
custom wood and stained glass

EXPERIENCE

2000 – 2001

CEO (Joint) Proteometrics, LLC. (NY, USA):

- Ported Applications from PHP to Java, created new UI and designed powerful stakeholder presentations, leveraging unique style of interactive/animated process diagrams
- Enrolled all seven international manufacturers of Mass Spectrometry equipment in innovative OEM deals
- Enrolled and managed new science and marketing team members, tripling revenues within 10 months
- Negotiated \$15 million acquisition by a public biotech (Genomic Solutions, now Harvard Bioscience).

1996 – 2000

CEO Riptide Interactive Communications, LLC. (NY, USA)

Founded a profitable, \$10 million in revenues interactive communications firm that went public in 2000 (\$12, NASDAQ). Enrolled, managed, and empowered cutting-edge creative/technical/marketing teams, training some from interns.

- Created a \$3 million AI-powered site for 17 M Visa Merchants, saving Visa \$20 million in annual call-center costs.
- Took SkyMall.com and SkyMallTravel.com online (SkyMall stock quadrupled within a week)
- Successfully pitched Condé Nast and created CNCurrency.com
- Created promotional sites for Condé Nast clients, including Toyota, Kellogg’s, Philips, and Robert Mondavi Wines
- Launched Sony Aibo (entertainment dog robot) online for Sony Direct
- Created promotional sites for Epicurious.com, CNTraveler.com and HouseandGarden.com

EARLY YEARS

(Prior to 1996)

Storyboard Artist Studio Designs (NY)

- Created winning TVC storyboards for Ad agencies (Y&R, JWT, Amarati Puris and McCann’s) to successfully pitch accounts including M&Ms, Dr. Pepper, Molson Golden, AT&T, Bell Atlantic, Ray Ban and Delta Airlines.

CEO Studio Gecko (Sydney, Australia)

Formed a multimillion-dollar boutique print communications firm in Sydney.

- Successfully pitched branding and communications accounts for Wella, AU government, United Distillers and Johnson & Johnson Medical
- Won accounts and designed global packaging for Johnnie Walker Red Label Vat 69 Whisky and Gordon’s Gin for United Distillers Group
- Created advertising design, OOH, annual reports, editorial and educational illustrations and packaging designs for leading brands and designed and illustrated for publishers, including Australian Geographic and News Corp
- Designed several nightclub, restaurant and commercial interiors, one of which won the ANZ Bank “Art in Architecture” award in 1986

