

William Blacklock

Creative Director.

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Art direction, design, branding, lean startup fanatic
Cofounder of bootstrapped SaaS company with a successful exit through acquisition

Entrepreneurial and analytically-minded Creative with a proven track record of turning newly hatched ideas into fully realized products. Ideas that take shape as industry-acclaimed traditional or digital executions for top brands, or as new products for emerging small to medium businesses.

WORK EXPERIENCE

Umbel Creative & Acquisition Services Director, Client Services

Jun 2016 – Present

- Staff and supervise the Creative Services Team comprised of Art Director, Designer, Full Stack Web Developer, and Project Manager
- Responsible for combining research, customer and internal campaign goals, messaging priorities, platform limitations and growth opportunities into creative briefs and campaign playbooks
- Concept new activation platform improvements showcasing UI and UX enhancements alongside user acceptance criteria for coordinating internal development sprints
- Establish consistent methodology for delivering data implementation services including pre-sale discovery, client expectation setting, data import processes, data-specific best practices and results reporting
- Support internal Marketing, Client Partner, Digital Media Services, and Sales departments with design/strategy/messaging for collateral, reports, presentations and marketing campaigns
- Lead all aspects of the rebranding process, including design and implementation, following the merger between MVPindex and Umbel
- Arrange partnership with third-party SaaS platform for continuation of Lodestone's product offerings after sunset of the Lodestone platform

Lodestone Cofounder & Executive Creative Director

Jun 2009 – Jun 2016

- Completed 4 iterations of UI/UX (frontend and backend experience) for Lodestone web app
- UX, development acceptance criteria, and template rendering for each activation (polls, scratch-offs, personality quizzes, image memes, text memes, social walls, loyalty rewards, codes, voting, league activations, forms, surveys, social auth, social rewards, coupons, and more)
- Oversaw all creative execution and managed pre-program insight gathering, project management, and campaign wrap up (report generation/key takeaways)
- Commanded complete internal branding, positioning, and marketing

nFusion Group, LLC Senior Art Director

Apr 2004 – Aug 2008

- Developed compelling multi-channel creative campaigns
- Directed cross-departmental collaboration on digital and traditional media executions
- Designed UI/UX executions
- Provided video and digital experience storyboarding and production management
- Concepted and created logo and package design

EDUCATION

The University of Texas at Austin Advertising – Bachelor of Science – BS GPA: 3.8

Creative Sequence through the College of Communication's School of Advertising

Activities: Longhorn Singers, Schrodinger's Cat Professional Acapella Group, Student Plays, Madrigal Dinner, Intramural Sports, Advanced Creative Workshop, and Vespa Club.

General Assembly Front End Development Course

March 2017

License 1496243245

Working knowlegde of HTML, CSS, and JavaScript

AWARDS

W³ Award – Silver

Jan 2009 • International Academy of Visual Arts (IAVA)

ADDY Awards – District, Judge Favorite

Feb 2007 • AdFed

ADDY Awards – District, Gold

Nov 2006 • AdFed

W³ Award – Best in Show

Oct 2006 • International Academy of Visual Arts (IAVA)

SKILLS

Art Direction Adobe Creative Suite Storyboarding Idea Generation
Graphic Design Corporate Identity Interactive Design UI/UX
HTML/CSS Ingenuity Project Management Lean Startup