William Blacklock

linkedin.com/in/william-blacklock • wblacklock.com
wtblacklock@gmail.com • (512) 923-0964 • Austin, TX

User-first Designer, Product Owner, and Productivity Expert: Fortune 500 experienced designer and manager bringing strategy and vision to market. Startup founder with a 6-figure successful exit. Proven excellence in Advertising, Marketing, UI/UX/Visual Design, DesignOps, Branding, Positioning, PMO leadership, Coaching/Mentoring Designers, and Business Analytics with an eye for the smallest detail, bringing life to products and aligning real-time metrics crucial for making strategic decisions.

Advertising/Marketing · DesignOps · Design Thinking · Coaching & Mentoring · Program & Project Management
UI/UX & Visual Design · Entrepreneurship

EXPERIENCE

IBM, Austin, TX   2019 – Present
Program Manager of Offering-Led Growth in IBM Consulting (2022 – Present)

- Managed and produced a complete brand package and market-facing collection of materials for sellers, solutioners, and delivery specialists of all Offerings across IBM Consulting.
- Delivered creative direction and quality scoring through the creation of a Generative AI assistant for overall process efficiencies by reducing unnecessary inputs and implementing automation, resulting in an estimated 30% faster project spin-up times.
- Led a content creation project that leveraged a Generative AI-assisted story creation framework, contributing to an additional $88.7M in revenue and $83.3M in profit through content design and team coordination.
- Designed and implemented the first-ever unified backlog/roadmap across siloed groups, improving prioritization and alignment for a team of 76 members across the globe. 142 projects aligned with 10 workstreams and 7 business initiatives, with a 73% success rate in meeting key milestones.
- Created and managed a dashboard tracking 38 functional group metrics aligning with program objectives and key results with 52 key performance indicators and, achieving timely reporting across 8 product owners.
- Managed the creation and migration of nearly 200 online profiles to a field-validated design I created while creative directing senior designers for multiple portfolios, driving a 40%+ engagement level and $115M+ incremental profit while ensuring compliance with security standards.
- Initially implemented NPS tracking for our enterprise-scaled products, trained team members in NPS improvement tactics, and in turn maintained an average product NPS of 65.5, which is considered exceptional.
- Managed product increased total addressable market engagement by 10% YoY, exceeding a 65% TAM engagement target and growing non-IBM Consulting users by 72%, validated through direct attributions to the pipeline from IBM systems of sales reporting and engagement.
- Founded our organization's Project Management Office (PMO) and mentored and coached multiple project managers, and designers–improving team efficiency, enhancing knowledge-sharing, and fostering a creative collaborative environment.

Design Lead (UI/UX, Visual Designer, Project Manager) (2019 – 2022)
- I led my team's user experience (UX), user interface and iteration, visual design, and project management to create seven tools and other training programs and reusable artifacts to support a major global initiative.
- Brainstormed the strategy and execution for multiple marketing campaigns to grab users and increase repeat views to the seven tools I designed and managed the ongoing content improvements.
- Activated a global community of consultants and sellers with simple-to-access, content-rich through highly polished and user-validated executions saving 98,000 IBMers an average of 83% of their time, delivering a $6.25M annual business impact.

- Designed and led a training program for 21 professional designers in Enterprise Design Thinking, significantly improving design efficiency and quality.
- Led multiple Enterprise Design Thinking workshops with clients, helping them frame and execute solutions using IBM technology and methods.
- Consistently contributed to the IBM Carbon Design System team to enhance user accessibility and integrate those design changes into the various internal sites, ensuring compliance and a user-friendly experience.
- Standardized global key initiative process across IBM Consulting, saving 98,000 IBMers an average of 83% of their time, delivering a $6.25M annual business impact. Metrics validated through operational reporting structures created by IBM.

MVP Index, Austin, TX   2018 – 2019
Creative Director
- Directed the creation of advertising and marketing strategies across multiple departments.
- Repositioned Umbel as part of the merger with MVP Index and developed the roadmap for the creative team in the development and fulfillment of client social engagements.
- Led market research, branding, and positioning to reinvigorate MVP Index as the market leader in data mining and social engagement scoring.

Umbel, Austin, TX   2016 – 2018
Creative & Acquisition Services Director, Client Services
- Strategized and developed marketing materials and best practices for outreach on customer engagement/acquisition strategies.
- Managed the Creative Services team for the production of collateral, websites, sales kits, presentation templates, social engagement modules, and content marketing.

Lodestone Social Media, Austin, TX   2009 – 2016
Co-founder / Executive Creative Director
- Developed an omnichannel product responsible for millions of brand impressions and in-stadium engagement activities for MLBAM, NCAA Sports, NFL, NHA, Miss Universe (IMG), Premier Soccer League, Professional Bull Riders (PBR), and international brands.
- Negotiated a 6-figure acquisition by Umbel in 2016. Complete responsibility for branding, positioning, app design and creative team building/management.

TwinB Creative, Austin, TX   2008 – 2012
Co-founder / Creative Director
- A creative agency specializing in digital/print marketing, application design, and development for tech companies. Notable clients include SolarWinds, Q2 banking, Rackspace, Eloqua, and the University of Texas.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, Moody College of Communication, Austin, TX
Bachelor of Science in Advertising

ADDITIONAL

- SCRUM Certification, Complex Program Management Master Class
- Award-winning (ADDYs, W3, PRINT Magazine, Webbys, IBM MVP Design Team) Designer and Art Director
- Badged in Design Thinking Co-Creator, IBM Garage Advocate, IBM Agile Advocate, IBM D&UX (Design & User Experience) Testing, PSIRT Primary Responder
- Prompt Engineering and watsonx AI Assistant practitioner
- Internationally touring musician, long-distance runner, and OKR wonk