William Blacklock

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I'm a hands-on senior designer with deep agency roots at Austin shops like nFusion and Sicola Martin (Y&R) and more than a decade creating campaigns, brand worlds, presentations, tradeshow booths and all the things that move a company. I've built omnichannel work across print, digital, social, and experiential for startups, scrappy CPG brands, and Fortune 500 giants alike. Along the way, I've led teams, mentored designers, coached data scientists, and still love rolling up my sleeves to make the work. From a deck that wins millions to a campaign that isn't just pretty but meets the needs.

COMPETENCIES

Digital Marketing Expertise | Product Marketing, Visual Storytelling, Multi-Media Marketing Campaigns, Social Media Advertising, SaaS Platforms, Sales Presentations, Persuasive Communication, Advertising, Generative AI Prompt Engineering, Data Analysis (Excel, Airtable, Heap), OKR / KPI Dashboards

Creative Direction & Leadership | Strategic Planning, Program Management, Operational Optimization, Team Efficiency, Scalability, Cross-Functional Collaboration, Mentoring & Constructive Feedback, Stakeholder Engagement, Vendor Relations, Ideation, Brand Consistency, Operations Management, Workshop Facilitation, Agile Project Management, SharePoint, Outlook

Product & User Experience (UX) Design | User-Centered Product Design, Design Strategy, User Research, System Design, Prototyping & Design Tools, Usability Testing, Enterprise Design, Prototyping & Iteration, Information Architecture, Interactive Design, User Accessibility, Data Visualization, Collaboration Tools, Enterprise-Level Implementation, Adobe Creative Suite (Illustrator, Photoshop, Adobe Experience Manager, InDesign), Figma, Sketch, HTML, CSS

WORK EXPERIENCE

Creative Lead Designer | IBM (2019 - 2024)

- **Multichannel Storytelling:** Led integrated campaigns across digital, social, print, and experiential platforms, delivering cohesive brand worlds that drove measurable engagement and visibility.
- **Strategic Campaign Development:** Partnered with clients to define goals, map user journeys, and create data-driven creative that cut through noise and elevated brand presence.
- **Rapid Concepting & Execution:** Built and tested prototypes at speed, transforming bold ideas into polished creative that resonated with real users and solved real problems.
- **Data-Informed Creativity:** Turned qualitative and quantitative insights into actionable design improvements, ensuring campaigns stayed relevant, effective, and impossible to ignore.
- **High-Impact Results:** Increased engagement by 40% and drove $115M+ incremental profit through large-scale content and brand initiatives. Delivered $6.25M in annual impact by launching seven apps in six months.
- **Efficiency Through Craft:** Developed centralized asset systems that boosted team output and helped increase enterprise project close rates by 15%.
- **Content That Scales:** Designed and launched IBM Playbook, a global creative resource hub with 4,500 daily users and 100,000+ annual downloads.
- **Creative Leadership:** Built and scaled design teams capable of delivering 100+ projects in four months, maintaining industry-leading client satisfaction scores.
- **Design Culture Builder:** Led workshops and certification programs in design thinking, mentoring the next generation of designers to think idea-first and execute at the highest craft level.
- **AI-Enhanced Creativity:** Leveraged generative AI to streamline workflows, cutting project spin-up times by 30% and freeing teams to focus on creative execution.

Creative Director and Lead Designer | MVP Index (2018 - 2019)

- **Increased Revenue Through Marketing Design:** Created and launched hundreds of social ads, graphics, and campaign components that generated $150K in annual supplemental revenue.

- **Rebrand Execution Post-Merger:** Designed new sales collateral, campaign visuals, and reporting templates that repositioned MVP Index after the merger and helped push the company to #5 in sports-related social activation rankings, driving 800 monthly content views.
- **Design System Overhaul:** Personally rebuilt MVP Index's design system, producing scalable templates for decks, reports, and collateral that boosted project completion rates by 80% and cut support costs by $80K annually.
- **Market Leadership Through Branding:** Conducted research and hands-on creative execution for a full rebrand and positioning overhaul, reinforcing MVP Index's leadership in sports data and social engagement scoring.

Creative & Acquisition Services Director, Product Owner | Umbel (2016 - 2018)
- **Enhanced Customer Acquisition:** Designed marketing materials and engagement tools that supported customer acquisition efforts and strengthened client relationships.
- **Creative Production:** Built collateral, websites, sales kits, and social modules from concept to final production, delivering cohesive, high-quality content across every channel.
- **Social Activation Platform Ownership:** Owned the design, creative updates, and marketing for the company's social activation platform, translating developer updates into user-facing campaigns and assets that kept clients engaged and the product relevant.

Co-Founder, Executive Creative Director | Lodestone Social Agency (2009 - 2016)
- **Increased Brand Impressions & Engagement** - Developed an omnichannel platform for major clients like MLBAM, NFL, and NCAA, generating millions of impressions and enhancing in-stadium engagement internationally.
- **Improved Customer Retention & Revenue** - Created UX/UI designs for web and mobile applications, increasing client retention, reducing churn, and boosting revenue through a high-quality, user-friendly interface.
- **Extended Customer Lifetime Value** - Enhanced user experience by designing activation strategies, onboarding materials, and visuals, increasing customer lifespan from 2 to 3 years and adding $6K per client.
- **Successful 6-Figure Acquisition** - Designed all branding, product, and team management aspects of Lodestone, and successfully negotiated a six-figure acquisition by Umbel in 2016.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science (BS), Advertising | University of Texas at Austin
- Advanced Creative Sequence for Design and Art Direction

Certified SCRUM Master (CSM) | Scrum Alliance

Skill Development Badges | IBM
- Enterprise Design Thinking Co-Creator and Practitioner, Design & User Experience Testing

AWARDS & ACHIEVEMENTS

- IBM Design Team MVP Award (2020)
- 2-time W3 Award Winner (2006, 2009)
- 2-time ADDY Award Recipient (2006, 2007)
- Published in PRINT Magazine Regional Design Showcase (2006)

PERSONAL INTERESTS & ACTIVITIES

- Running a CPG brand with my twin brother, where I create social media videos, test out scrappy marketing hacks, and experiment with creative ways to build an audience.
- AI madness. Every day I drink from the firehouse of this massive change in design and cultural norms..
- As an active father of three, I'm their biggest fan, always cheering them on at soccer games, gigs, and theater productions.
- I'm passionate about a healthy lifestyle, enjoying long-distance running, tennis, hiking, and saltwater fishing.
- As an internationally touring musician, I sang in diverse venues around the world. Some people called it a boy band, which I guess it was.