

Alex Goodman

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As an accomplished Lead Graphic Designer and creative strategist, I excel in transforming complex concepts into impactful visual collateral that is on brand and on message. With over 15 years of experience, my expertise encompasses strategic vision, design principles, and effective problem-solving to create compelling and dynamic visual communications. My unique skill set has contributed to many winning high dollar value RFPs and successful programs.

Key Professional Skills

✦ **Strategic Vision and Graphic Design:**

I spearhead projects, presentations, and strategy sessions. I contribute to the development of marketing initiatives and branding for competitive bids, proposals, executive presentations, sales presentations, and campaigns.

✦ **Design Project Management:**

Successfully managed the visual communications of projects, programs and proposals; working as an individual contributor or leading teams of 1-4 designers. In a global industry, I support distributed teams in various locations.

✦ **Creative Direction:**

I manage design projects from concept to completion, coordinating with global, cross-functional teams. My approach involves clear communication, efficient resource management, and a commitment to maintaining high design standards throughout the project lifecycle.

✦ **Software Skills:**

High level of proficiency in Adobe Software (Illustrator, PhotoShop, InDesign, Acrobat, PDF, XD) and Microsoft Software (PowerPoint, Word, Excel, SharePoint Teams), Figma and working knowledge of Premiere and Mirage.

Professional Experience

Lockheed Martin RMS

Lead Graphic Design Consultant and Visual Communications Expert [December 2007 – Present]

Leading the Graphic Design for the Proposal Development, Business Capture and Human Performance Factors Departments, I excel at merging corporate strategy with creative vision to craft compelling graphics that drive award-winning proposals and campaigns. My strength lies in creative problem-solving; creating graphics that interpret complex data, on brand and on messaging through visual design. This skill set enhances the visual appeal of projects and also contributes significantly to their overall impact, story, and position-to-win.

• **Graphic Design and Visual Communications:**

- Over 15 years of professional experience developing the visual content for proposals, products, services, marketing and branding campaigns, presentations, executive summaries, CONOPS, UI/UX, print and digital graphic design.
- I ensure all graphics support the brand, visual identity, legal guidelines, and messaging; aligned with brand and visual identity compliance.

• **Lead Designer in High-Value Projects:**

- Proudly leading the design on many winning proposals and projects ranging from \$200,000 to \$1.2B in value at Lockheed Martin. These projects are large, high value, complex projects, programs and competitive RFPs
- Ability to work on several projects at once with resourcefulness and agility.
- I create templates and style guides that ensure large volumes of work are produced consistently and accurately. All graphics are tailored to meet requirements and deliver the intended message, on-brand and aligned with business objectives.

• **Creative Visual Communications and Content Creation:**

- My role requires the ideation, storytelling/messaging and development of iconography and visual elements that drives the look and feel for an effective brand identity.
- I have helped develop visual content for IRAD projects. The clear and concise messaging along with visually pleasing branded design creates a data supported story and context to the research project, supporting the securing of their funding.
- I collaborate with Leadership, cross-functional teams and Subject Matter Experts, ensuring the graphics align with strategic goals and also meeting requirements. I bring their ideas to life by helping turn their complex solutions into visually compelling graphics that support mission planning.

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Professional Experience (continued)

Creative Impact Consulting, LLC

President [December 2012 – Present]

- Evaluate project scopes and schedules, determining resources needed to accomplish the task.
- Responsible for budgets, rates, invoicing, contracts for incoming projects.
- In charge of business development; managing new business as well as maintaining client relationships.

Image Technical Services

Account Executive/Marketing Manager & Business Development

- Responsible for business development, marketing, advertising, branding and promotional activities.
- Supported Production Teams, keeping them on message, schedule, and on budget; resourcing as needed.
- Maintained client relationships and developed new business relationships.

The Institute of Internal Auditors

On-Site Sales Manager and Sr. Specialist, Web-Based Products

- Assisted in creating a web-based training department, ensuring efficient and comprehensive digital transformation for training products.
- Managed the development and delivery of eLearning products and training programs, including LMS integration, webcasts, and web-based training sessions.
- Conducted needs assessments and applied feedback to enhance training programs and materials, ensuring alignment with client needs and organizational goals.

Education

- **University of Central Florida 2002**
B.A., Management Information Systems
- **UX Design Institute, Dublin, Ireland 2022**
Professional Diploma in UX Design

Notable

- Selected to be student ambassador at the Sydney Olympics
- Spanish Speaker
- World class DJ playing at clubs and festivals for over a decade

Skills Summary

- **Results-Driven Creative Problem Solving:** Creative Ideation / Implementation & Execution
- **Creative Direction & Graphic Design:** Art & Visual communications / Conceptualization & Story boarding
- **Leadership:** Lead teams with Empathy & Soft skills / Cross-functional Collaboration
- **Branding & Marketing:** Mission Planning / Strategy & Visioning
- **Project Management:** Always Delivering Project on Scope, Schedule & Budget / Managing Client Expectation
- **Business Development Support:** Relationship building / Account management / Developing & Maintaining Client Relationships