

ALEXANDER BERKELEY LAMBERT

415-205-3874 · kidhack@kidhack.com · kidhack     

HELLO

As one of Getaround's first employees, I helped shape the company's creative vision, brand, product, and culture, and was the self appointed office horticulturist. Previously, I consulted as a digital experience and brand designer for CNET, Organic, Punchcut, Ogilvy, IDEO, PBR, and Friendster among others. My love of music has taken me from starting a pirate radio station in college to DJing at the Shoreline Amphitheater. I relax by exploring nature and experimenting with craft cocktails.

CREATIVE DIRECTOR PRODUCT DESIGN MANAGER

2013 – 2017

2011 – 2013

GETAROUND

Built and led the Creative team, supporting Brand and Product efforts through visual design, research & testing, brand messaging, material sourcing, and production across print, web, mobile, wearable, and motion projects.

- Provided guidance, direction, and support to six on-site Creative team members
- Deeply involved in product roadmapping and marketing strategy
- Implemented project process for Creative, Marketing, and Culture teams
- Fostered user-centered design thinking process and culture
- Closely worked with partners such as Toyota, Uber, Samsung, Audi, and Apple
- Led visual direction and messaging for multi-city outdoor ad campaigns
- Launched four products on six platforms and expanded Getaround to nine markets
- Launched instant rentals, which became 90% of our business in three months
- Launched suite of customer happiness and fleet management tools
- Hiring manager for all creative full-time and freelance resources
- In-house DJ, member on Getaround's Culture team and Events Committee

DESIGN CONSULTANT

2007 – 2011

CLIENTS: Artist Works, BrewLab, Burning Man, Cabulous (Flywheel), Chomp (Apple), ClientShow, Clixtr & PicBounce (RadiumOne), CNET Networks MP3.com / GameSpot.com / TV.com, Design Media, Farallon Construction, Friendster, Getaround, IT'S-IT Ice Cream, Pabst Blue Ribbon, PlaceWidget, The Body Shop

DESIGN MANAGER

3JAM

2008

Lead product designer on a communication app for desktop, web, and mobile.

FREELANCE DESIGNER

2004 – 2008

AGENCIES: Agency.com (TBWA), Attik (Dentsu), Avenue A | Razorfish (Sapient), Eleven, IDEO, McCann Erickson (Interpublic Group), Modem Media (Publicis), Ogilvy & Mather (WPP), Organic (BBDO), Punchcut, Swirl, Y&R (WPP).

CLIENTS: Adobe, Apple, Bank of America, California State, Chase, Disney, eBay, FontFont, Genentech, HP, Lexxar, Microsoft, Motorola, Shopping.com, Sprint, TiVo, UC San Francisco, Wells Fargo, Yahoo

EDUCATION

1999 – 2004

California Polytechnic State University, San Luis Obispo
Graphic Communication, Print and Image Management