

Alexander Berkeley Lambert

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Hello

I specialize in user-centric product development from research to concept to actualization. I craft "big idea" advertising campaigns across digital, print, and event marketing. I build, mentor, and lead creative teams through design systems, continuous process development, and team inclusion.

Getaround

Creative Director · July 2013 - August 2017

- Built and led the creative team, supporting product, growth, marketing, and culture efforts through visual design, user research, testing, messaging, sourcing, and production across print, web, mobile, wearable, and motion projects
- Launched five apps on six platforms and expanded Getaround to ten markets and over 500k users
- Worked with the leadership team to establish road maps, quarterly goals, and resource needs
- Launched product and growth partner programs with Uber, Toyota, Samsung, Audi, and Apple
- Directed multiple outdoor and digital ad campaigns in Boston, Chicago, San Francisco, and Washington D.C.
- Built a living design system establishing best practices and management of design assets across teams
- Revamped project management process for Creative, Marketing, and Culture teams
- Built and launched web CMS (Webflow) for marketing, press, and legal pages
- In-house DJ, horticulturist, member on Getaround's Culture team and Events Committee

Product Design Manager · June 2011 - July 2013

- Launched Instant Rentals product, first in peer-to-peer car rental space, becoming 90% of business in three months
- Launched complex check-out product with cross-platform fraud check reducing vehicle theft and damage by 80%
- Launched internal suite of customer support and fleet management tools to track calls, users, cars, and rentals
- Designed the initial Getaround app, winner of TechCrunch Disrupt 2011

NÜ · Design Consultancy

Founder/Principal Designer · 2007 - 2011

- Built and led a remote team of freelance designers focusing on product, identity, and marketing projects
- Established new clients, translated client needs, and managed projects

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

3Jam

Product Design Manager · 2008

- Designed and launched reply-all text messaging app for desktop, web, and mobile

Consultant

Art Director/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

California Polytechnic State University · 1999 - 2004
Graphic Communication, Print and Image Management