

Alex Goodman

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As a Lead Visual Communications Designer, I bridge the gap between engineering data and executive decision-making by architecting design functions that thrive in high-velocity environments. Building marketing and communication (Marcom) and design structures, I create the end-to-end processes that allow design teams to handle various requirements without compromising the overall vision. My professional experience is defined by undeniable results: developing the visual narratives for \$1.7B in defense contract awards and engineering the creative vision that led to a legacy association brand's first sell-out conference in 31 years. I work with ease and high competency in different industries and environments. As an accomplished Lead Graphic Designer and Creative Strategist, I translate complex concepts into impactful visual storytelling. My unique skill-set combines strategic vision, design principles, and problem-solving expertise to create compelling visual communications that drive mission success and aligns with overall marketing objectives.

Core Competencies

- **Creative Strategy & Art Direction:** Delivering on-brand, on-message design across print, digital, and mobile platforms from concept to completion.
- **Design Leadership:** Excellence in collaborating with Executive Leadership and Subject Matter Experts to translate complex data into intuitive designs.
- **User-Centric Approach:** Utilizing UX/UI design wireframing, and creating interactive prototypes that optimize engagement.
- **Proposal & Marcom Strategy:** Expert in understanding corporate strategy and management approaches for high-value projects as well as competitive positions to win.
- **Project Management:** Consistently delivering high-quality assets on scope, schedule, and budget while managing global team expectations.

Design Operations & Strategic Leadership

- **Optimizing the Design Function:** Expert in establishing end-to-end creative lifecycles, from initial intake and briefing structures to final delivery.
- **Information Design & Narrative Strategy:** Transforming highly complex technical and operational data into "decision-ready" visual narratives for executive and org-level presentations.
- **Cross-Functional Partnership:** Building and owning key stakeholder relationships to influence design vision across all levels of the organization and gain support, resulting in many wins and funding approvals.
- **Resource Forecasting & Planning:** Leading creative strategy through forecasting and planning processes to balance workloads across shifting priorities in large-scale, fast-paced, environments.
- **Culture of Excellence:** Working in high-performance environments focused on continuous improvement, detailed execution, and the documentation of creative processes.

Technical Skills

- **AI & Generative AI:** Proficient in strategic content creation and prompt engineering using the LLMs ChatGPT, Claude, and Gemini. Advanced prompt engineering applied to optimize creative pipelines and results in less hallucinations.
- **Software:** Mastery of Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat) and proficiency in Wix, Canva, and Keynote. Expert in Microsoft 365 (PowerPoint, Word, Excel, SharePoint) with working knowledge of Python, HTML, and Ableton. Working knowledge of Figma, XD, Premiere Pro, and After Effects.

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Professional Experience

Construction Owners Association of America (COAA) | MarCom & Design Ops | 2024 – Present

I play a key role in architecting the end-to-end creative visual communications and operational framework for national events and multi-channel digital strategies, helping transform the brand.

- **Leading End-to-End Creative Strategy, Development, and Execution:** Own the design vision and execution across web, social, and national events, ensuring dynamic designs and an impactful visual story.
- **Engineered Record-Breaking Growth:** Architected a new, multi-channel visual strategy that modernized a 31-year-old brand and delivered the organization's first-ever sell-out conference.
- **Stakeholder Influence:** Partner with Executive Leadership to forecast creative needs and align the "COAA Connect" branding with organizational milestones.
- **Digital Innovation:** Conceptualize high-fidelity visual assets for national conferences, ensuring a seamless user journey from registration to on-site experience.

Lockheed Martin RMS | Lead Graphic Design Consultant | Dec 2007 – Present

I merge corporate strategy with creative vision to develop award-winning proposals and marketing campaigns. My professional expertise lies in crafting designs that interpret complex data, facilitating and creating compelling visual narratives.

- **Operationalized Design Ownership:** Managed the teams, production, and quality control of over 1000 high-fidelity design assets for various corporate design projects and high-value government RFPs. Developed a standardized workflow to produce these assets under a tight deadline
- **Architected Billion-Dollar Narratives:** Led the visual strategy for the \$1.2B AUD Air5428 and \$500M USD eCASS proposals, translating complex mission requirements into award-winning graphics.
- **Process Documentation:** Established standard briefing and documentation processes that directly contributed to a 76% increase in win rates for competitive bids.
- **Cross-Functional Collaboration:** Working closely with SMEs and leadership to track and execute deadlines and milestones while balancing design workloads throughout the project lifecycle.
- **Strategic Growth:** Increased proposal win rates from 13% to 89% in a single year by creating clear, concise visual identities and narratives.
- **Team Leadership:** Managed design teams to deliver over 300 high-quality assets for high-value government RFPs under tight deadlines.
- **Visual Storytelling:** Merged corporate strategy with creative vision to develop award-winning proposals and marketing campaigns for defense products and services.
- **Creative Strategy with the End-User in Mind:** Design intuitive prototypes, dashboards and wireframes, emphasizing UX and UI design principles to address user pain points and enhance user experience. I ensure products/projects align with design strategies and business outcomes.

Education, Certifications, and Notable Skills

- B.A., Management Information Systems, University of Central Florida
- Professional Diploma in UX Design, UX Design Institute
- Generative AI for Leaders, Vanderbilt University (certification)
- Introduction to Front-End Development, Meta (certification)
- World class DJ playing at clubs and festivals in the US and EU for over a decade
- Spanish Speaker