Alisa Lockett

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Education

University of Cincinnati

College of Design, Architecture, Art, and Planning
Bachelors of Science in Communication Design, Class of 2024

Work Experience

Procter & Gamble | Surface Care Co-Op

September 2023–December 2023 | Cincinnati, Ohio
Provided precise and efficient brand expression support for Swiffer and Mr. Clean brands. Created primary and secondary packaging designs for Home Care and Club needs. Partnered on design sprints to research consumer insights. Conducted consumer interviews on Swiffer products and provided stimuli to facilitate consumer learnings. Researched how AI could be leveraged in the design process.

Curiosity Advertising | Graphic Design Co-Op

January 2023–April 2023 | Cincinnati, Ohio
Rebranded Curiosity's in-house content studio, producing a logo that captured its boldness, speed, and versatility. Utilized video editing skills to create engaging social media content for Sunset Grown and Holland America Cruise. Designed Curiosity brand collateral. Developed thought leadership graphics to be used across multiple social media platforms.

Cincinnati Art Museum | Graphic Design Co-Op

May 2022–August 2022 | Cincinnati, Ohio
Utilized typography and publication design skills to produce the museum member magazine. Researched and created environmental graphics for a variety of museum exhibitions. Ensured that museum signage was in compliance with accessibility standards.

Wave Pool Gallery | Graphic Design Co-Op

January 2021–April 2022 | Cincinnati, Ohio
Designed an interactive field guide to help users process their trauma. Created engaging social media content across multiple platforms and promotional materials for varying exhibitions. Provided customer service in the gallery gift shop. Utilized UX/UI skills to update Wave Pool website.

Honors/Activities

Black DAAP Collective | Spring 2022–Spring 2024
Coyne Family Foundation Scholarship | Spring 2022
University of Cincinnati Dean's List | Fall 2018–Spring 2024
Darwin T. Turner Scholar | Fall 2018–Spring 2024
Cincinnatus Century Scholar | Fall 2018–Summer 2023

Skills

Adobe Creative Suites | Indesign |After Effects | Photoshop | Illustrator | Figma | Consumer Research | Microsoft Office Suites | Digital Marketing