

# Jason B. Lewis , UXC

## Graphic and Web Designer / Digital Artist

Memphis, TN jasonlewis901@gmail.com - 9014810225

[jasonlewisworks.com](http://jasonlewisworks.com)

Experienced traditional and new media art professional with several years' success in the development and execution of brand strategic planning to increase annual revenue and enhance brand awareness through various campaigns of print and digital media. Create marketing products based on corporate marketing initiatives assessing consumer data, internet marketing, social media, email marketing, promotional materials, TV, advertising and other means of media. Great team player that possesses exceptional verbal and written communication skills. Graphic/Web design professional that is driven, creative, strategic, highly organized and possesses a strong creative background by utilizing the following skills:

### SKILLS

- HTML
- CSS
- Javascript
- Various Content Management Systems
- Bootstrap
- Mobile Responsive Web Design
- JQuery
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Animate / Actionscript 3.0
- Adobe XD
- Axure RP
- Sketch
- Camtasia
- Classical training in Art and Design

## WORK EXPERIENCE

### **UX Designer**

ECS Federal - Memphis, TN - September 2018 to Present

- Conduct interviews and field studies to determine problems in existing applications.
- Analyze user research and present findings to cross-functional teams in order to determine the best possible approach for starting new projects.
- Facilitate collaborative workshops for big idea generation and feasibility studies, based on field research.
- Create and maintain reusable assets such as graphics, glyph libraries and CSS frameworks for developers to reduce their workload and speed time to deployment
- Design mockups and prototypes for applications using Adobe Illustrator, After Effects, Photoshop, Sketch, XD, and Axure RP
- Ensure that all applications were accessible and ADA / 508 compliant.
- Created dynamic, multi-media presentations to help sell USPS's services to private companies and corporations.
- Set expectations for the UX team by writing strategic plans with measurable, monthly, quarterly, and annual goals.

### **Content Manager**

SAIC - Memphis, TN - November 2015 to Present

- Manage content for the City of Memphis website using various Content Management Systems
- Works with City liaisons to maintain and enhance website pages using HTML, CSS, Bootstrap and JQuery
- Web graphics creation/manipulation using Adobe CC software.
- Monitor analytics reports with Google Analytics and use meta data for optimized SEO
- Manage city's domain names via Godaddy
- Work closely with the Application Team Lead to understand the business and functional requirements for City Applications and Website Projects.
- Create technical design documents using Adobe Illustrator CC and Photoshop CC
- Technical writing including policies and procedures as well as training documentation
- Create video training tutorials using Camtasia software
- Maintain documentation catalog via SharePoint portal and Office 365 tools

- Catalog applications and server information to expedite resolution of outages
- Assist with the deployment of applications

## **Digital Art Teacher / Webmaster**

Germantown Municipal Schools - Memphis, TN - October 2012 to November 2015

- Define and build the information architecture for web related content and navigational structure
- Liaison between IT, school administration and faculty for the ongoing operations of the school website (i.e. hosting, domain name maintenance, web development and content changes)
- Direct the planning, design, production and management of the school website using HTML5 and custom CSS3
- Create user guides for the school's CMS for teachers to understand how to post content
- Create instructional videos for faculty on how to use the CMS for middle school and district associates
- Create and facilitate school club that focuses on teaching HTML, CSS and JavaScript to build and maintain school website
- Create curriculum plans to meet and exceed state educational requirements
- Mentor and coach students on educational performance and interpersonal development
- Promote student engagement by facilitating active lesson plans and after school extracurricular activities

## **Contracted Graphic Designer (Photoshop Artist)**

FOX BUSINESS NEWS - New York, NY – February 2011 to September 2011

- Manage multiple project simultaneously to ensure all projects are designed, approved and delivered on time
- Gather requirements from key stakeholders to ensure graphic and design elements are consistent with marketing strategies and marketing messaging
- Executed designs based on established style guidelines
- Create animated graphics for live broadcast news and taped productions
- Create user guides for Viz Curious mapping program and After Effects for news staff to ensure news content can be met faster for news deadlines

## **Graphic Designer / Storyboard / Digital Artist**

Freelance - New York, NY - May 2006 to 2015

- High profile clients include Life Bank, United States Tennis Association (USTA), NY1 news channel and Homestead Editorial
- Gather requirements from key stakeholders to ensure graphic and design elements are consistent with style guides, marketing strategies and marketing messaging
- Work with clients in the development of marketing multi-media resources such as on/off site signage, brochures, direct mailings, e-newsletter blasts, and other promotional materials
- Meet with clients and provide recommendations in the development of branding materials, storyboarding and web development to improve visibility and performance and meet expectations
- Create logos using Illustrator and Photoshop for brand awareness campaigns
- Perform video editing using Adobe After Effects, iMovie, Final Cut Express and Camtasia for marketing campaigns and tutorials
- Apply hand-drawn techniques in Photoshop and Illustrator using a Wacom Tablet for storyboarding, animation and photo editing
- Establish partnerships with directors to create storyboards for commercials, music videos, full length feature films, and independent films
- Digitally re-touch photos for print and electronic media using Photoshop for image restoration
- Create digital assets using Illustrator, Photoshop, and Flash for banner displays, SEM, SEO, and social media campaigns
- Create storyboard for a feature length film that was shown in both national and international film festivals and featured on Netflix (Shoot First and Pray You Live)
- Manage multiple project simultaneously to ensure all projects are designed, approved and delivered on time and within budget
- Create presentation materials / media kit for financial approval by c-level executives to fund multi-media projects
- Create, develop and manage web based content and social media sites
- Create quality storyboard plans within clients' budget constraints
- Champion change management to ensure all changes were made correctly as directed by stakeholders and clients

## **Freelance Social Media Marketing Manager**

Artspace.com - New York, NY - May 2010 to January 2011

- Create media resources and creative for materials such as videos, banners, ad copy, email creative and artwork to gain consumer inquiries and purchases
- Build and establish communities on ArtSpace.com's social media channels by

- actively engaging the audience and managing / creating content
- Create and edit contents using HTML and CSS for e-newsletters, e-blasts and email campaigns
  - Revitalize ArtSpace.com Facebook Fan Page and Twitter pages, gaining 2,000+ fans and 500+ followers
  - Increase client's visibility by managing and writing content for the company's blog about limited edition art prints available to consumers
  - Perform back-linking for Search Engine Optimization (SEO) in efforts to help list internal site rank higher organically
  - Perform search engine marketing (SEM) and search engine optimization (SEO) analysis, creating strategies based on performance
  - Conduct interviews and edit videos to create content for company accounts
  - Worked with e-commerce manager to ensure all art collateral and sales content was up-to-date and available to consumers

## **Social Media Marketing Associate (Internship)**

Millennium Personnel Corp. - New York, NY - February 2010 to May 2010

- Pioneered and developed Social Media directives for corporation
- Composed and distributed internal and external marketing correspondence, and company newsletters
- Assisted with mass mailings and marketing and media campaigns
- Coordinated all Public Relations activities with Fox News Channel and BET Networks, as well as radio stations

## **EDUCATION**

### **Bachelor of Fine Arts in Illustration**

School of Visual Arts - New York, NY 2001 to 2005

### **High School Diploma**

Bartlett High School - Bartlett, TN 1998 to 2001

## **PUBLICATIONS**

### **Click to the Future**

[https://drive.google.com/file/d/0B8f3AN0\\_gOv9bWJwNUhZXzBxR0U/view?usp=sharin](https://drive.google.com/file/d/0B8f3AN0_gOv9bWJwNUhZXzBxR0U/view?usp=sharin)

g

I taught middle schoolers how to code and they built their school's official website.

## **Heartball 2014**

<https://drive.google.com/file/d/1fenNXFm1ppTaD16hEMd07a7ByeiHU4Nk/view?usp=sharing>

February 2014 another artist and I performed a live painting at The Heart Ball (an event hosted by the American Heart Association) to raise money for heart disease.