William Lewis

Graphic Designer / Web Designer

Personal Info

Address
Phoenix, AZ area

Phone
(919)920-8626

Email
WHLewis999@gmail.com

WWW
www.Lewis-Cassidy.com

Summary

Strategic designer with experience in building landing pages, websites, UI elements, wire-frames and mock-ups. Extensive experience with web, print, and email design and development.

Skills

HTML / CSS	Responsive Design	WordPress
JavaScript / JQuery	MS Office Suite	Graphic / Web Design
Interaction Design	Adobe Creative Suite	Web Development
UI Design	Google Analytics	Animation Design

Experience

2023 - 2021

GRAPHIC ARTIST
The Mint Cannabis

Design and developed graphics, websites, marketing materials, and complex email campaigns. All sites built using WordPress and email campaigns created and deployed with Moosend.com.

● Move existing web sites from Managed WordPress to Cpanel.
● Worked with Stakeholders to design each sites then developed using WordPress. Designed all elements from images to icons.
● Created blogs on each site listed below including designing, developing and writing all content using AI software.
● Performed daily maintenance including SEO, Upgrades, and backups.
● Sites included: themintcannabis.com, mintdeals.com sofakindedibles.com, wtfextracts.com, angryerrl.com and thevaultthc.com
● Designed various marketing material including in store displays, CCTV ads & social media campaigns. Supported the design department as needed.

2018 - 2019

GRAPHIC DESIGNER / WEB DESIGNER
Employee Leasing Company of Hawaii

Design and develop website, marketing materials, and complex email campaigns. Also create templates for various email campaigns.

● Integrated existing Web Mail to work with current CMS and Outlook for quick and consistent email deployment from templates.
● Designed various marketing material including business card, brochures, and mailers.
● Worked with stakeholders to design complete sites using design methodologies, including user research, testing, and iteration. Then developed site with Bootstrap, jQuery and PHP.

Skills

Adobe Creative Suite — Advanced

Microsoft — Advanced

CMS (WordPress) — Intermediate

HTML & CSS — Advanced

JQuery — Intermediate

Education

IADT: 2009 - 2012
Web Design & Dev - BFA

Art Institute: 2007 - 2009
Web Design & Dev. - Certificate

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2015 - 2018

SENIOR DESIGNER / SUPERVISOR
Global Value Commerce

Worked with internal teams to provide the creative direction and design for corporate and product marketing materials; this includes: designing for the corporate website and intra-nets, developing graphics for the web and providing designs and guidance on icons, sell-sheets, video graphics, signs and posters, web graphics, print designs animated graphics and banners.

● Supervised, mentored, and coached the email design team, which created email campaigns for 5 brands. Ensured designs remained consistent with branding and met all strict deadlines.

● Worked with marketing and merchandising to develop weekly and monthly campaigns to support 5 brands with web, email, print, and social media campaigns.

● Created modular email templates to be utilized in a CMS system for quick consistent deployment. Also designed and developed responsive email campaigns and newsletter templates using traditional HTML/CSS.

● Worked with a front-end team to implement UI enhancements based on A/B testing, heat maps, and Google Analytics.

2012 - 2014

GRAPHIC ARTIST / WEB DESIGNER
Contract Employee / Freelance

Established and maintained relationships with high-ticket clients and brands. Created highly polished work while managing strict deadlines to provide exceptional customer service. Worked heavily with both site SEO optimization and email campaign design and development.

● Created and maintained web sites using HTML, CSS, and jQuery.

● Utilized Bootstrap and Foundation in creating responsive prototypes both low and high fidelity.

● Designed for print including: Logos, sell-sheets, video graphics, branding guidelines, signs and posters.

● Utilized analytical tools to pinpoint bottlenecks and improve conversions.

● Clients Included: Cisco Technologies, NC Community College System, Metro Productions, BTB Marketing, MedThink Communications, Southern Tree and Landscaping, The Body Shop, Convergenz, LLC, and Rival Health.

2010 - 2012

GRAPHIC ARTIST / WEB DESIGNER
Scandinavian Child

Worked closely with portfolio of 6 brands to produce marketing content. Closely followed design and industry trends to contribute to the betterment of the firm. Learned a deep understanding of how to integrate research, design, development, and business strategies into all types of platforms.

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Experience Cont.

Scandinavian Child Cont...
● Designed and produced all print media from logos to trade show material, including packaging, posters and store displays.
● Maintained and designed ecommerce site and landing pages using NetSuite, as well as monitored order processing and integration of EDI software.
● Designed and developed 5 websites using Joomla, WordPress, HTML, CSS, and jQuery.
● Developed wire-frames and mock ups while maintaining business and user requirements.
● Utilized analytics to adjust designs and architecture of sites.
● Created and maintained branding guidelines both HTML and Design guidelines for internal and external clients.

2003 - 2012

WEB PRODUCTION > SOFTWARE TESTER & WEB QUALITY CONTROL
BBB Media
Tested, analyzed, and optimized websites to create a more positive user experience. Created test plans and cases, as well as performed regression and smoke tests for each deployment.

● Verified all web sites, mobile sites and applications across all platforms and browsers.
● Created and conducted usability tests and documented results.
● Tested all CSS, HTML, Java-Script and PHP for errors. Made semantic code recommendations to ensure all code was lightweight and loaded fast without errors.

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