



Christopher Lewis

User Experience Design

EDUCATION

Austin Peay State University
BFA in Graphic Design - 5/98

Career Foundry
Certificate
User Experience Design - 1/2015

General Assembly
Certificate
User Experience Design - 11/2017

SOFTWARE SKILLS

- Adobe Creative Cloud
- Adobe XD
- HTML and CSS programming
- PowerPoint
- SEO techniques
- Responsive Design
- JQuery Mobile
- Bootstrap
- SiteCatalyst
- Axure RP
- InVision
- Sketch 3
- UXPin

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Accomplishments:

- Increased website traffic from under 9,000 to over 28,000 visitors per month for Business Software Inc. using Google Analytics code and tracking website growth through organic SEO techniques.
- Redesigned CDC's Human Resources Office intranet site. Implemented SEO and keyword practices to increase site reach and awareness.
- Received cash awards for performance at Business Software, Inc. and Laulima Government Solutions.

Skill Set:

Site maps, wire-frames, prototyping, user research, usability testing, A/B testing, personas, user cases, user stories, mobile user experience, content analysis, content inventory, competitive analysis, card sorting, interaction design, user interface design, infographics, information architecture, HTML/CSS/JQuery Mobile.

User Experience Designer
CACI – Washington, DC

4/2018 – present

- Participate in daily Scrum sessions and track requests using JIRA.
- Create wireframes and prototypes for online commerce application.
- Work with product owners and provide guidance for application improvement.
- Conceptualize user stories that increase usability and bring ease of use to customer pain points.
- Conduct user-research and evaluate user feedback.
- Continually promote user experience practices and principles to office staff.

Experience:

User Experience Designer
Cherokee Nation Industries/Centers
for Disease Control and Prevention – Atlanta, Ga.

2/2017 – present

- Update pages of redesigned HRO website using Adobe Dreamweaver, HTML and CSS.
- Optimize HRO's intranet and external website for accessibility; remediate PDFs for Section 508c compliance.
- Provided recommendations to UX team that were incorporated in the intranet redesign plan.
- Conducted online usability testing for HRO's intranet redesign as part of CDC's UX team.

Web Developer **9/2016 – 2/2017**
TJFact /Centers for Disease Control and Prevention – Atlanta, Ga.

- Created and conducted Lunch and Learn workshop to introduce staff to the basics of UI & UX.
- Updated departmental websites and intranet using Content Management System, Adobe Dreamweaver, HTML and CSS.
- Created monthly web analytics report using SiteCatalyst.

Digital Marketing and User Experience Design **5/2016 – 9/2016**
Wolters Kluwer – Kennesaw, Ga,

- Developed and implemented marketing, promotions, and creative strategies and tactics to promote and sell the organization's products and services through the company's website and digital channels.
- Analyzed promotions, user site flow effectiveness to increase performance metrics.
- Defined and created promotional content to drive increased digital sales.
- Developed affiliated programs designed to increase exposure to the target audience.
- Reviewed competitive websites for marketing tactics, and created weekly analytical reports.

Website/Social Media Marketing and User **2/2015 – 10/2015**
Experience Consultant
Perros & Papas and Teach Beer (Independent) – Lima, Peru

- Analyzed both companies' websites and provided actionable report to CEOs, including a plan to attract website traffic and expand their social media presences.
- Provided website and phone app wireframes using Adobe Illustrator.
- Researched and provided a list of online tools and technology resources to implement new initiatives and services to automate delivery of phone restaurant orders.
- Created a Twitter marketing strategy to engage with customers

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- While at BSI, Inc. through Google Analytics tracked websites growth and through organic SEO techniques increased website traffic from 9,000 to over 28,000 visitors per month

and increase website and foot traffic to restaurant locations throughout the year.

- Analyzed total restaurant experience and provided suggestions to further engage customers and attract walk-by traffic to enter and purchase meals and increase time in location.
- Provided search engine optimization (SEO) and search engine marketing (SEM) report.
- Educated client on how to use website data and analytics to make informed decisions on where to open new restaurant chain locations. Developed short- and long-term web strategy.

User Experience Designer 10/2011 – 8/2013; 10/2013 – 1/2015
Centers for Disease Control & Prevention (CDC) – Atlanta, GA

- Worked with team in migration and creation of new website. Participated in affinity map sessions, card sorts, and produced pencil sketches, digital wireframes and site maps for website.
- Conducted user testing and website QA. Presented designs to department heads for approval.
- Participated in in-house and remote usability testing for the cdc.gov site in transitioning to a mobile platform. Submitted feedback to new UX team.
- Identified user roles / personas.
- Updated four websites on the CDC intranet and internet using Adobe Dreamweaver, HTML and CSS. Implemented CDC web template design across all HRO websites.
- Increased website speed by reviewing and updating code.
- Consulted with subject matter experts to update content on their pages.
- Provided monthly web analytics report to department heads using SiteCatalyst.
- Optimize websites and PDFs for Section 508c compliance
- Researched and selected stock photographs to use in digital projects.

User Experience (UX) Design and Usability Specialist 10/2008 – 10/2011
Business Software Inc. – Norcross, GA

- Redesigned the company's website. Produced wireframes and mock-ups using Adobe Illustrator and Photoshop; presented and obtained leadership's approval.
- Increased website traffic from under 9,000 to over 28,000 visitors per month for a niche company using Google Analytics code and tracking its website growth through organic SEO techniques.
- Researched areas to increase user engagement; created and presented plan to company leadership.
- Created affinity maps and site-maps with stakeholders' input.
- Researched market competitors and created SWOT analysis for marketing director.

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- Identified user roles / personas.
- Though code review increased website load time by 20%.
- Defines information architecture for corporate website.
- Helped develop and implement electronic business-to-business marketing initiatives.
- Promoted software products, supported email marketing campaigns and provided web marketing support for overall online presence. These included internet, landing pages, HTML emails and online newsletters.

Web Designer/Developer
EMS Technologies – Norcross, GA

10/2007 – 8/2008

- Responsible for updating content on U.S. corporate E-commerce and European websites using Microsoft Visual Studio, Ektron CMS 300 (content management system) and Frontpage 2003.
- Created banner ads in Adobe Flash CS3 and Fireworks
- Coordinated with European offices in creation of HTML E-newsletters for delivery to European markets.

Memberships: Blacks in Government, Habitat for Humanity, Junior Achievement, Atlanta User Experience Design Group, CDC Toastmasters

References available upon request

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