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Accomplishments:

- Through Google Analytics tracked the websites growth and through implementing organic SEO techniques increased website traffic from just under 9,000 to over 28,000 visitors per month.
- Won first and third place in HCRMO (Human Resources) logo contest for Diversity Workgroup at CDC

Career Objective: Web and UX Designer with excellent skill in designing and developing sites seeking opportunities to work with the latest technologies on challenging and diverse projects.

Education:

Austin Peay State University, Clarksville, TN.
Bachelor of Fine Arts Degree in Graphic Design-5/98

Career Foundry – Berlin, Germany (online)
User Experience Design Program– 10/2014 - 1/2015

Experience:

Web Developer

9/2016 – present

TJFact /Centers for Disease Control – Atlanta, Ga.

- Responsible for updating departmental websites for Center for Surveillance, Epidemiology and Laboratory Services (CELS) on the CDC internet and intranet using Web Content Management System, Adobe Dreamweaver, HTML and CSS.
- Responsible for providing monthly web analytics report to department using SiteCatalyst
- Reviews websites and pdfs for 508c compliance

Web Developer/Digital Marketing

5/2016 – 9/2016

Wolters Kluwer – Kennesaw, Ga,

- Responsible for developing and implementing marketing, promotions, and creative strategies and tactics to promote and sell the organization's products and services through the company web site.
- Contributes to the ongoing development of website to promote and sell products and services.
- Implements marketing, advertising and creative strategies and tactics to promote and sell the organizations products and services through digital channels.
- Manages the online promotion of a targeted portfolio of products and solutions across multi-touch points to drive deeper digital engagement
- Analyzes promotions and user site flow effectiveness and advances experience to increase performance metrics.
- Assists with defining and creating promotional content that will drive increased digital sales.
- Develops affiliated programs designed to increase exposure to and business from the target audience.
- Reviews competitive websites and observes marketing tactics that are employed.

- Participates in the execution of overall business unit strategy in close cooperation with Product managers, Marketing Managers and Sales Operations.

Website/Social Media Marketing and User Experience Consultant 2/2015 – 10/2015

Perros & Papas and Teach Beer (Independent) – Lima, Peru

- Analyzed company website and provided actionable report to CEO and a plan to expand traffic to website and social media to grow their online media and message.
- Provided website and phone app wireframes using Adobe Illustrator to clients.
- Provided a list of online tools and technology resources to implement new initiatives and services to automate delivery of phone restaurant orders.
- Provided a Twitter marketing strategy to engage with customers and increase website and foot traffic to restaurant location even in off-season
- Analyzed total restaurant meal 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 for
- Educated client on how using data and analytics from website could help with decision on where to place new restaurant chain locations.
- Provided short- and long-term Web strategy for clients.
- Provided logo designs for new line of Artesnal Pasta and Sauces to be distributed in grocery stores and specialty shops.

Web Developer/UX Designer

10/2011 – 8/2013; 10/2013 – 1/2015

Centers for Disease Control & Prevention (CDC) – Atlanta, GA

Consulting through Northrup Grumman (7/2014 – 1/2015)

Consulting through Laulima Government Solutions (10/2013 – 7/2014)

Consulting through Tek Systems (7/2013 – 8/2013)

Consulting through CACI/Emergint (10/2011 – 7/2013)

- Worked with Human Resources team in migration and creation of new website. Participated in card sorts, white board sessions and produced pencil sketches, digital wireframes and site maps for website being created.
- Participated in user testing and QA for website. 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 at CDC.
- Responsible for updating various websites on the CDC intranet and internet using Adobe Dreamweaver, HTML and CSS. These sites include HCRMO, HR, Ethics, Commissioned Corps and Work-Life Programs. Uploaded files through use of FTP
- Migrated website content from previous website to new website templates
- Implemented CDC Web Template design across all HCRMO websites
- Worked with SME's in HCRMO offices to update all content on their websites to bring information current.
- Responsible for providing monthly web analytics report to department heads using SiteCatalyst
- Accountable for optimizing websites and pdfs for 508c compliance
- Created Bi-monthly HCRMO departmental E-newsletter that was made available to CIO's across CDC
- Attended Web Developer meetings to stay current on developments with the web to help provide guidance and updates and management staff
- Attended meetings with the 508c workgroup to keep current on compliance mandates

- Assisted in creation of HCRMO departmental logo
- Assisted in choice of vendors to use for Stock Photography service
- Assisted in creation of print design when needed
- Submitted website banner designs to management to make the websites more visually appealing.
- Responsible for updating Departmental websites for Laboratory (LSPPPO) division on the CDC intranet and internet using Adobe Dreamweaver, HTML and CSS.
- Assisted in creation of Healthnews E-Newsletter and distributing using GovDelivery.
- Proactively created SOP (Standard Operating Procedure) documents on how to create and distribute weekly E-newsletter using Gov Delivery and other job tasks for new web development library.
- Responsible for updating the Departments of Tuberculosis Intervention websites on the CDC intranet and internet using Adobe Dreamweaver, HTML, CSS and Percussion CMS system.
- Assisted in Migration of website content from previous website into CMS system.
- Update DTBE meetings and events page using SQL Server Management Studio 2008
- Creation of TB Notes E-Newsletter
- Received web tasks via Sharepoint and updating status of tasks via Sharepoint site.

Web Content Specialist/User Experience (UX) Design

10/2008 – 10/2011

Business Software Inc. – Norcross, GA

- Re-designed corporate website and produced wireframes and mock-ups using adobe Illustrator and photoshop to present to departmental and company leadership for approval.
- Helped lead business-to-business marketing efforts through a total visual re-design and updating of the company website, creating of new pages and sections of content and promoting the site's growth.
- Responsible for assisting with developing and implementing electronic business-to-business marketing initiatives
- Promoted software products, supported e-mail marketing campaigns and provided web-marketing support for overall online presence. These included internet, landing pages, HTML emails and online newsletters.
- Through Google Analytics tracked the websites growth and through organic SEO techniques increased website traffic from 9,000 to over 28,000 visitors per month.
- Produced print materials such as print ads, product sheets and tradeshow graphics
- Tracked and presented website statistics to management monthly
- Developed graphics for online training courses in Camtasia

Web Designer/Developer

10/2007 – 8/2008

EMS Technologies – Norcross, GA

- 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 various European markets.

Software Skills:

- Knowledgeable of Adobe Creative Cloud (Indesign, Photoshop, Illustrator, Dreamweaver, Flash, Fireworks and Adobe Acrobat), HTML and CSS programming, PowerPoint, Campaign Monitor, SEO techniques, Percussion CMS, Wordpress, Adobe SiteCatalyst and Trivantis Lectora. Familiar with HTML 5,

Responsive Design, JQuery Mobile, Bootstrap, SQL Management Server 2008, PhoneGap, Axure RP, InVision, Sketch 3 and UXPin.

- Creative with the ability to produce concept design and meet deadlines.
- Career-oriented and capable of interacting with clients.
- Strong practical foundation on the Mac and PC