



# Christopher Lewis

## User Experience

### 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:

- Implemented Google Analytics code and tracked the websites growth through organic SEO techniques and increased website traffic from under 9,000 to over 28,000 visitors per month in a niche market.
- Helped introduce design thinking to Business Software Inc. in 2008 through website build and using analytics to ascertain how customers were using company digital platform.
- Won cash award for performance while employed at Laulima Government Solutions
- Won cash award while employed at Business Software, Inc.
- Won first and third place in HRO (Human Resources) logo contest for Diversity Workgroup at CDC
- Built and managed HRO intranet site re-design. Implemented SEO and keyword practices with SME's to increase site reach and awareness.

**Career Objective:** User Experience Designer with experiencing building projects from initial concepts to finished stages. Seeking opportunities to work with the latest technologies and on challenging and diverse projects.

### Experience:

**User Experience Designer** 2/2017 – present  
**Cherokee Nation Industries/Centers**  
**for Disease Control and Prevention – Atlanta, Ga.**

- Participated in online usability testing for HRO intranet redesign for CDC User Experience team
- Participated in observing user testing session with User Experience team and provided notes to User Experience team for use in intranet website plan.
- Work with Human Resources team in updating of current and creation of new HRO website using Adobe Dreamweaver, HTML and CSS.
- Optimize websites for accessibility and remediate pdfs for 508c compliance

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

**Digital Marketing and User Experience Design** **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.
- Implemented marketing, advertising and creative strategies and tactics to promote and sell the organization’s products and services through digital channels.
- 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.
- Reviewed competitive websites and observed marketing tactics that were employed.

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

- Analyzed company websites 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

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- to departmental and company leadership for approval.
- Created affinity maps and site-maps with stakeholders input for website redesign project.
  - Increased website speed with code review and update.
  - Researched market competitors and created SOT analysis and presented to Marketing Director for possible marketing and web site enhancements.
  - Identified user roles / personas
  - 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.
  - Assisted in leading 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.

**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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