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

SKILLS

• Axure RP
• Wireframing
• Prototyping
• Adobe Creative Cloud
• Adobe XD
• Basic HTML and CSS
• Responsive Design
• Sketch 3
• UXPin

1904 Arrowood Court
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More than 15 years of experience as UX designer, web developer and graphic designer serving customers in both private and government organizations.

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.

User Experience Designer   **4/2019 – present**
Northrop Grumman – Washington, DC

• Work with PSPD program Product Owners and provide guidance for application development and enhancement.
• Participate in Scrum sessions and Agile sprints.
• Update and track UX requests using JIRA.
• Create wireframes and clickable prototypes for desktop and mobile applications using Axure.
• Create User Personas for projects.
• Optimize graphics for use in applications.
• Redesigned enterprise level application with over 80,000 users
• Promote User Experience best practices to office staff and developers.
• Assist in interviewing potential candidates for employment.

User Experience Designer   **4/2018 – 04/2019**
CACI – Washington, DC

• 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   **2/2017 – 03/2018**
Cherokee Nation Industries/Centers
for Disease Control and Prevention – Atlanta, Ga.

- 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.

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

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User Experience (UX) Design and   10/2008 – 10/2011
Usability Specialist
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.
- 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   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 delivery to European markets.

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

References available upon request

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