

# LEA LEWIS

GRAPHIC DESIGN PROFESSIONAL  
PORTFOLIO : [www.lealewis.net](http://www.lealewis.net)

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Boise, Idaho



## CORE SKILLS

### - TECHNICAL

Mac & PC Platform  
Adobe Creative Cloud

- InDesign
- Illustrator
- Photoshop
- Acrobat
- Premiere Pro

Microsoft Office

- Word
- PowerPoint
- Excel
- Outlook
- Teams

### - PROFESSIONAL

- Creativity
- Logo Creation
- Color Theory
- Typography
- Photography
- Problem Solving
- Detail-Oriented
- Organized
- Project Management
- Brand Management
- Written/Verbal Communication
- Customer Service
- Management
- Collaboration
- Leadership

## EDUCATION

BACHELOR OF FINE ARTS  
GRAPHIC DESIGN  
Briarcliffe College

## INTERESTS

- Creative Writing
- Art Journaling
- Reading
- Painting
- Film

## PROFILE

Creative Graphic Designer with 10+ years of experience in managing the implementation of design solutions in line with marketing strategies. Experienced in working cross-functionally in order to meet project deadlines and exceed customer expectations. Skilled at creating digital and print assets working alongside clientele to escalate brand awareness.

## WORK EXPERIENCE

### GRAPHIC DESIGNER | Freedom Mortgage - Apr 2023 - present

- Create ads, flyers, emails, brochures, social media and PowerPoint presentations to extend brand identity and awareness.
- Maintain and update website daily using a content management system to communicate critical department news.
- Create unique artwork and materials for B2B team of account executives and brokers to use at tradeshow, conferences, and sales meetings.
- Designed email signature for account executives and administrative teams.

### SENIOR GRAPHIC DESIGNER | GO Mortgage - Nov 2022 - Feb 2023

- Developed brand guidelines (style, typeface, colors and imagery) to be used by employees, vendors, and agencies working with the company, for brand relaunch.
- Created 100+ flyers, brochures, social media, and postcards using newly established brand guidelines to provide support to retail sales team.

### GRAPHIC DESIGN MANAGER | RoundPoint - Mar 2021 - Oct 2022

- Managed expansion of brand platforms through creation of logos, layouts, and typography creating unique and identifiable brand unity.
- Created logos, ads, emails, flyers, brochures, social media, business cards, signs, and postcards using original ideas and concepts to provide support to corporate and retail sales team.
- Developed, enhanced, and maintained brand guidelines to extend brand unity and recognition, to be used by all employees and vendors.
- Managed and completed 500+ custom design and layout requests from corporate team and 350+ loan officers annually, while maintaining brand standards and short turn times.
- Designed daily social posts for consumers, B2B, corporate staff and loan officers (500+ annually = 365 corporate posts + 106 loan officers) including Spanish language posts.
- Created "breaking news" social posts and emails (with images & unique logos) implementing a fast path to deliver a live post within 3 hours of news.
- Created Spanish language imagery/designs for all creative assets contributing to a new pathway to a Spanish channel for the company.
- Maintained template library (200+) used by team of graphic designers.
- Supervised design intern, from scheduling to management needs, during social media projects.

### GRAPHIC DESIGN MANAGER | Freedom Mortgage - Nov 2014 - Mar 2021

- Created detail oriented logos, ads, emails, flyers, brochures, social media, business cards, signs, and postcards using original ideas and concepts to provide support to corporate and retail sales team.
- Designed and maintained layouts of 300+ flyers and emails for use in two customer relationship management systems.
- Created and managed 200+ templates used by a team of graphic designers to decrease production time by 5 days and improve accuracy of all design projects (to 1-2 rounds of revisions).
- Led a team of four graphic designers to promote cohesiveness, effectiveness, and improve morale thus improving overall productivity.