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KELLY ALEXIS LEWIS

ART DIRECTOR | DESIGNER | WRITER

EXPERIENCE

HELLO.

I am an art director, graphic designer, writer & editor with 14 years of experience synthesizing art & ideas for creative publications, projects & people.
I make art & type play nice.

Graphic Designer

VARIOUS CLIENTS | SEP 2010–PRESENT

Conceptualize, design, write and produce creative communication pieces for individuals and organizations, including posters, postcards, business cards, brochures, branding, stationary and other collateral

Art Director

OC WEEKLY (VILLAGE VOICE MEDIA) | SEP 2007–SEP 2010

As Art Director, I developed and designed each week's cover and feature; created and directed all original art, illustrations and photo shoots; managed art budgets; and oversaw the paper's design, production and brand. ALSO:

- Produced a comprehensive publication redesign/resize and overall design update, complete with new templates, shortcuts, master pages and style specifications
- Devised administrative systems for the editorial art department, including asset management, contact database, assignment contracts and workflow procedures
- Provided extensive input on editorial content, strategy and changes to the print and online editions
- Hired and directed local and international photographers and illustrators
- Managed staff Layout Editor and Photo Intern

Features Designer, Travel Editor

VENTURA COUNTY STAR NEWSPAPER | FEB 2006–SEP 2007

As Features Designer, I designed front and inside pages for a variety of feature, business and news sections. As Travel Editor, I planned, assigned, selected and edited freelance and wire content and wrote copy for the weekly section. ALSO:

- Produced a complete redesign/resize and content restructuring of weekly arts and entertainment tabloid, *Time Out*
- Trained and supervised other staff designers on new templates, style guide and production processes
- Conceptualized, coordinated and designed all weekly tabloid art, covers, layouts and pagination

Publications Manager, Editor and Designer

CHICAGO SHAKESPEARE THEATER | FEB 2000–JAN 2006

As Publications Manager, I produced and oversaw the theater's various communication pieces and visual identity. ALSO:

- Created *bill*, the theater's own program magazine. As editor and designer, I shaped its brand identity and formulated, assigned, wrote, edited and designed each issue
- Oversaw each issue's ads, budget, production and printing, including press checks
- Developed and managed theater's first in-house graphic design department, systems and archives. Also hired and supervised staff designers.
- Wrote, edited designed and managed all playbills, teacher handbooks, catalogs, newsletters, stationery, brochures, signage and direct mail
- Directed post-show discussions and audio-described plays for the visually-impaired

Managing Editor, Associate Editor

WINDY CITY / METROSPORTS / ROCKY MOUNTAIN SPORTS MAGAZINES | JUN 1998–JAN 2000

Assigned, wrote, edited and designed features and other content. ALSO:

- Guided New York magazine through new ownership and content overhaul while co-managing company's five other monthly regional active lifestyle magazines

SPECIALITIES

- 👤 Art/Creative Direction
- 😊 Editorial Management
- 🔄 Publication Redesign
- 📐 Design & Layout
- 🖼️ Photo Illustration
- 🏷️ Branding & Identity
- 📝 Copywriting & Editing
- 💌 Stationery & Pretty Stuff

SKILLS

Adobe InDesign ★★★★★
Adobe Photoshop ★★★★★
Adobe Illustrator ★★★★★
Adobe Digital Pub Suite ★★
Adobe Dreamweaver ★★
Adobe Fireworks / Flash ★
WordPress ★★
HTML, CSS ★
Microsoft Office ★★★★★

AWARDS

- LA Press Club Southern California Journalism Awards
- Designer of the Year 2010
 - 1st Place Design 2011, 2009

Maggie Awards:

The Magazine Awards of Western Publishing

- Best Tabloid: Art Direction, winning issues 2011, 2010
- Best B+W/Two-Color Layout: Finalist 2007

Art Direction of various winning illustrations by Jim Rugg, Brian Stauffer

- Communication Arts Illustration Annual 2010
- PRINT Magazine Regional Design Annual 2010
- American Illustration 29

Northwestern University

- Best English Major in Writing, 1998

EDUCATION

Northwestern University B.A., Honors, 1998

Major: Writing
Minor: Art History