



KELLY ALEXIS LEWIS

PORTFOLIO
2013

—(*Editorial*)—

award
winning

—(*Creative*)—

KELLY ALEXIS LEWIS

DESIGNER * ART DIRECTOR * WRITER

I MAKE ART & TYPE PLAY NICE.

I am an art director, graphic designer, writer and editor with 15 years of experience synthesizing art and ideas for creative publications, projects and people.



ART/CREATIVE
DIRECTION



EDITORIAL
MANAGEMENT



PUBLICATION
REDESIGN



GRAPHIC DESIGN
& LAYOUT



PHOTO
ILLUSTRATION



BRANDING
& IDENTITY



COPYWRITING
& EDITING



STATIONERY
& PRETTY STUFF

01 CREATIVE MANAGEMENT

CLIENTS

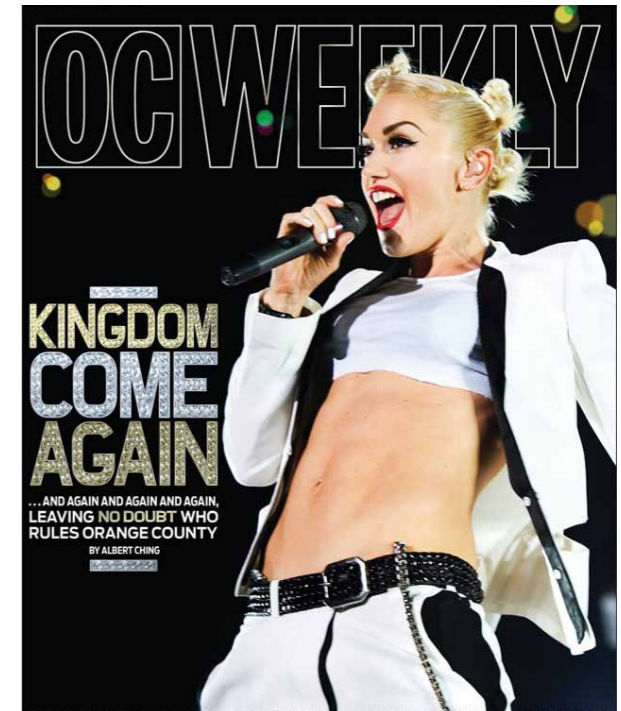
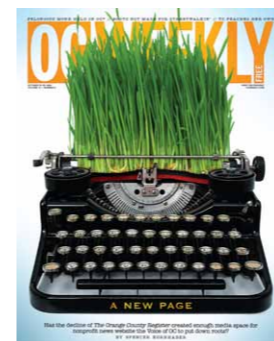
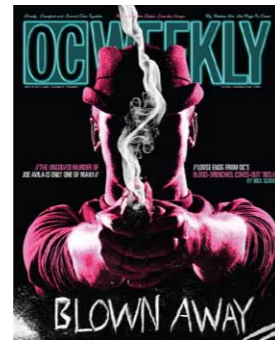
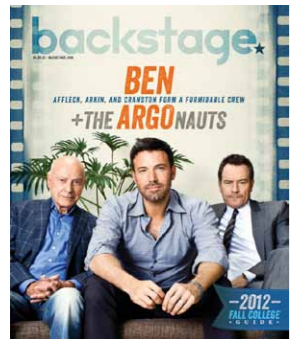
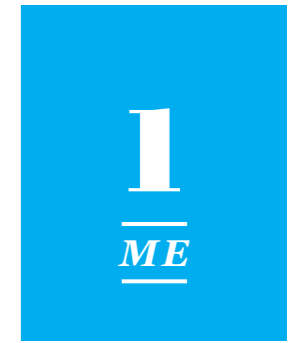
Backstage Magazine, OC Weekly

SUMMARY

As Creative Director of both Backstage Magazine and Art Director of OC Weekly, I developed and designed each week's cover and feature; created and directed all original art and photo shoots; and managed staff designers and freelance photographers and illustrators. I redesigned both publications and their respective art departments, while overseeing all design, production and visual communication.

SERVICES

- Concept & development of visual themes
- Direction & development of visual content
- Direction of photo shoots & illustrations
- Original illustration & graphic design



OC Weekly: Comprehensive redesign/resize

online» inside» 03/11-03/17» 2011

- TOP 5 ONLINE**
1 **BLOG** HEARD MENTALITY
2 **SLIDESHOW** NIGHT LIFE
3 **BLOG** HEARD MENTALITY
4 **SLIDESHOW** EVERYBODY
5 **BLOG** STICK A FORK IN IT

- up front**
08 **THE COUNTY**
10 **JASK A MEXICAN!**
12 **MICHELLE WOO**
- in back**
25 **CALENDAR**
31 **REVIEW**
39 **FILM**
44 **CULTURE**

oc weekly staff»

EDITORIAL Editor: [Name] Managing Editor: [Name] Senior Editor: [Name]	ADMINISTRATIVE Advertising Manager: [Name] Production Manager: [Name] Circulation Manager: [Name]	DESIGN Graphic Designer: [Name] Web Designer: [Name] Photo Editor: [Name]	CONTRIBUTORS [List of names]
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food» reviews | listings

Twittered Taco

The Haven Gastropub creators try their hand at a gourmet taco stand

central oc

grub*guide

central oc CAPTIVATING FISH FRY & CHICKEN RESTAURANT

central oc

grub*guide

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central oc

grub*guide

central oc CAPTIVATING FISH FRY & CHICKEN RESTAURANT

SUMMARY

I produced a comprehensive redesign/resize of OC Weekly in Jan. 2009 and another resize in Feb. 2011 (below). The redesign brought the overall style of the paper up to date, with bolder fonts, improved legibility, and new web-related elements bringing readers to our website and our website content into print. My detailed, grid-based templates created consistency and efficiency, reducing production time.



calendar

fri/02/25

May the Best Band Win

OCMA BEST LIVE BAND FINAL

sat/02/26

Wear the Pants

Twelfth Night

After enduring the marathon listening session that is the OC Music Awards, one thing comes across loud and clear: Orange County is no slouch when it comes to producing talented bands. Sure, there were a few stinkers in the seven-concert run-up, but the ones that stood out made the inconvenience of spending nights in packed, sweaty venues worth the effort. And now, the top bands will be performing at this year's showcase. Friday's show in particular, which presents the contenders for Best Live Act, has nicely culled the talent from this competition. Included in the lineup are metal band Railroad to Alaska, indie band Kiev (not to be missed) and the always entertaining avant-punk spectacle of Blok.

with in *She's the Man* (considered by many to be the highlight of the Amanda Bynes oeuvre), so it's not like Fullerton's STAGESTheatre is committing some type of sacrilege with its performance of the romantic comedy, which purports to be "infused with new music" and "extreme physical comedy." That may seem like an odd fit, but the original text of *Twelfth Night* is plenty wacky as it is, featuring cross-dressing as a vital plot element and taking place during the titular "merrymaking" (read: copious booze) holiday. It's basically the Elizabethan equivalent of, well, an Amanda Bynes movie.

POETRY
Poetic Conceit
Billy Collins
Name your favorite funny poet, whom you've heard crack wise on a *Prairie Home Companion*—and we'll bet it's Billy Collins. See and hear the former U.S. Poet Laureate at yet another great event at Newport Beach Library Foundation's Martin W. Witte Distinguished Speakers Lecture Series. Be further entertained pronouncing the name of the late local

philanthropist (yup, "witty" whose family honors his love of the written word while laughing out loud to Collins' remarkable work, which you might have read in *The New Yorker* and *The Paris Review*. Witty? You bet! Also ironic, idiomatic, smart and deadpan fun. Collins will lecture, then sign his books. Tell him Martin sent you.
Billy Collins at the Newport Beach Library, 1000 Avenida Ave., Newport Beach, (949) 548-2411; www.city.newport-beach.ca.us/nbpl. 6:30 p.m. \$50. —ANDREW TONKOVICH

Some 400 years after his plays were originally composed, messing with Shakespeare is not only acceptable for contemporary productions, but also frequently a must. *Twelfth Night* has already been tinkered with in *She's the Man* (considered by many to be the highlight of the Amanda Bynes oeuvre), so it's not like Fullerton's STAGESTheatre is committing some type of sacrilege with its performance of the romantic comedy, which purports to be "infused with new music" and "extreme physical comedy." That may seem like an odd fit, but the original text of *Twelfth Night* is plenty wacky as it is, featuring cross-dressing as a vital plot element and taking place during the titular "merrymaking" (read: copious booze) holiday. It's basically the Elizabethan equivalent of, well, an Amanda Bynes movie.

SERVICES

- Publication redesign & template production
- Editorial strategy & brand identity
- Art direction & editorial direction
- Cover & feature design

music» artists | sounds | shows

music» artists | sounds | shows

Franki Doll Walks Down the Aisle

Franki Doll and the Broken Toys have always gone off to high school, but that of a couple of guys or even a family. At 19, the singer Franki Doll and drummer Jason Avery actually are today—they were married onstage at the Galaxy Concert Theatre in Santa Ana. The wedding party of 7, all, the couple opened up the wedding celebration to the public, and after that, Doll became her own wedding singer as the band performed. Stashed Up Heart, Broken Toys, Broken Toys, Sweet Nothing and Chasing Zeno.

music» artists | sounds | shows

Pitchforked, But Proud

Matt Pond responds to his toughest critic and talks about what's worth learning from those rips

music» artists | sounds | shows

BLOG ON» MUSIC HEARD MENTALITY

This column was compiled from Heard Mentality blog posts. For more news & daily updates, visit: [BLOGS.OCWEEKLY.COM/HEARDMENTALITY](http://blogs.ocweekly.com/heardmentality)

music» artists | sounds | shows

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03 ART DIRECTION: PHOTO SHOOTS

CLIENT/PROJECT

OC Weekly: Cover & special issue photo shoots

SUMMARY

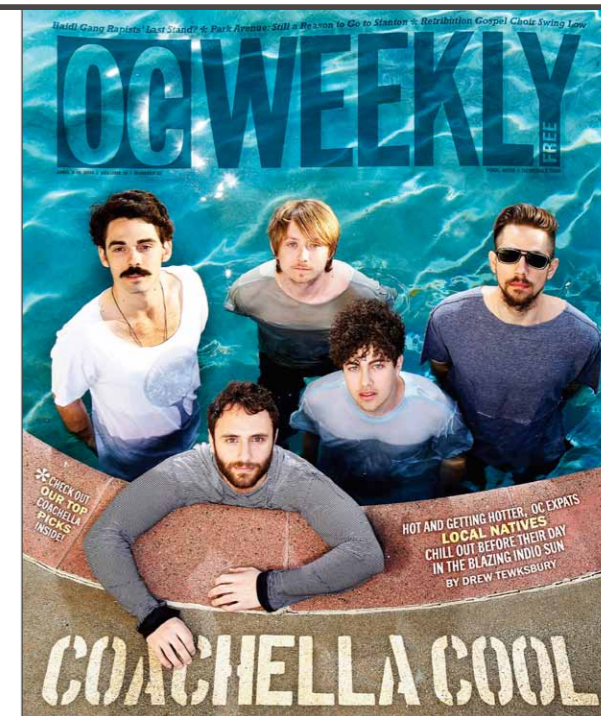
As Art Director for OC Weekly, I hired and managed all of our freelance photographers. I directed most photo shoots through advance art briefs, but for these and other special issues, I directed the shoots in person, managing crew and materials, including hair/makeup artists, wardrobe stylists, props, models and location. I typically handled all post-production and photo manipulation as part of the cover design.

SERVICES

- Concept & development of visual themes
- Planning & coordination of crew & materials
- Direction of photo shoots, studio & on location
- Post-production & design &/or consultation



OCWEEKLY.COM | contents | letters | the county | feature | calendar | food | film | culture | music | september 3-9, 2010 | 13



04 ART DIRECTION: ILLUSTRATION

CLIENT/PROJECT

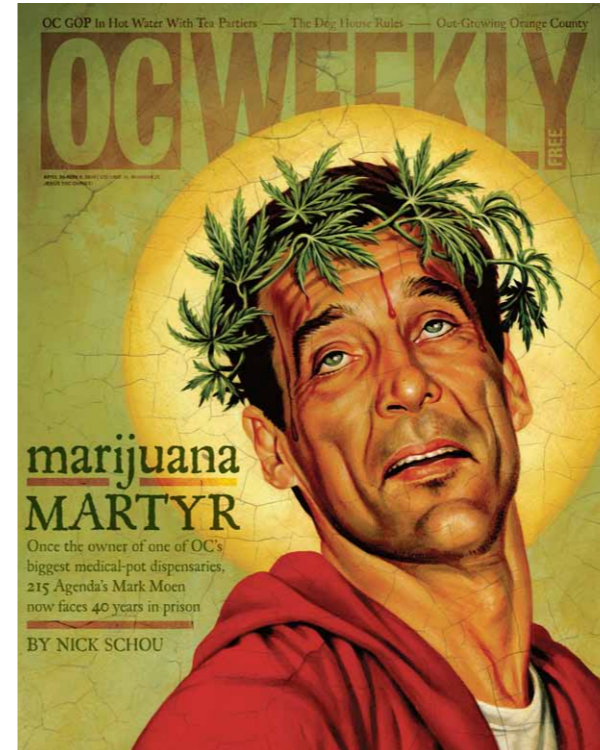
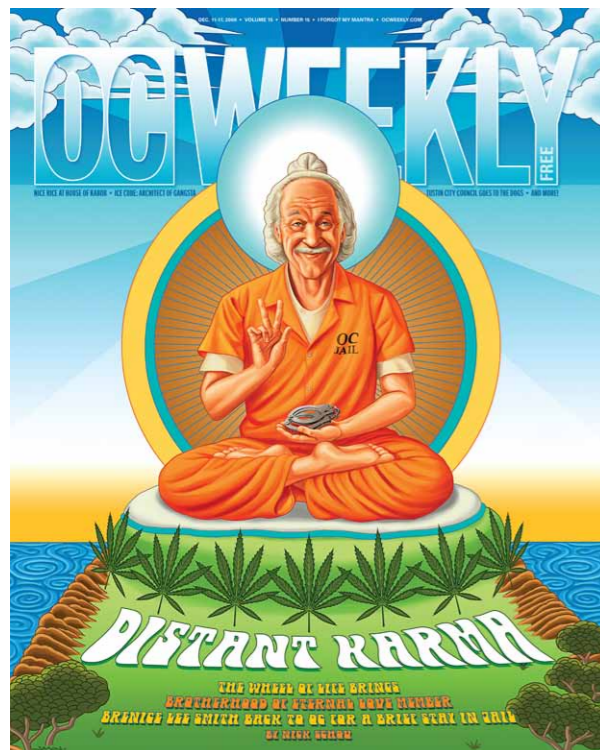
OC Weekly: Illustration direction & design

SUMMARY

As Art Director for OC Weekly, I was dedicated to seeking out and recruiting an ever-expanding assortment of illustrators whose work would communicate and complement our wide variety of cover stories. Over the course of a few weeks — or usually just a few days — I worked intimately with each artist on preliminary conceiving, sketches and revisions, then incorporated the art into my final cover design.

SERVICES

- Concept & development of illustration subject, style, appearance & execution
- Artist recruitment & assignment direction
- Final cover/feature design & editing of artwork



SUMMARY

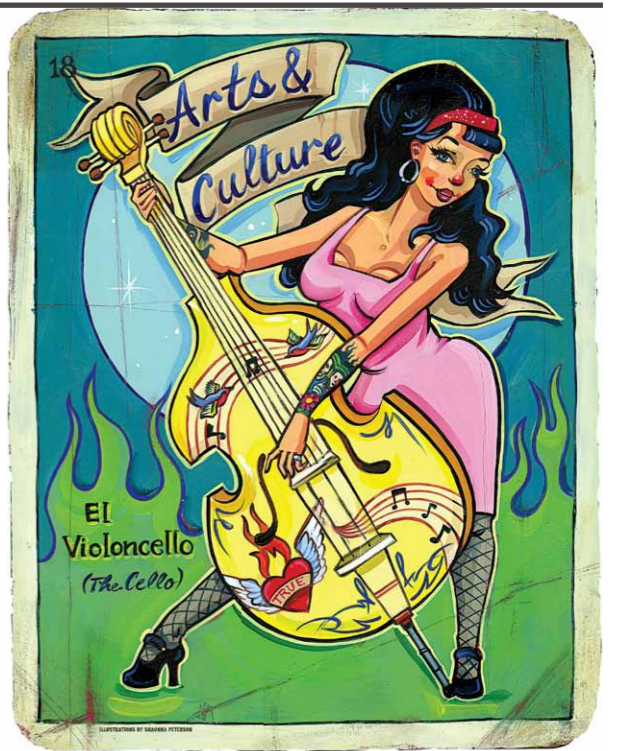
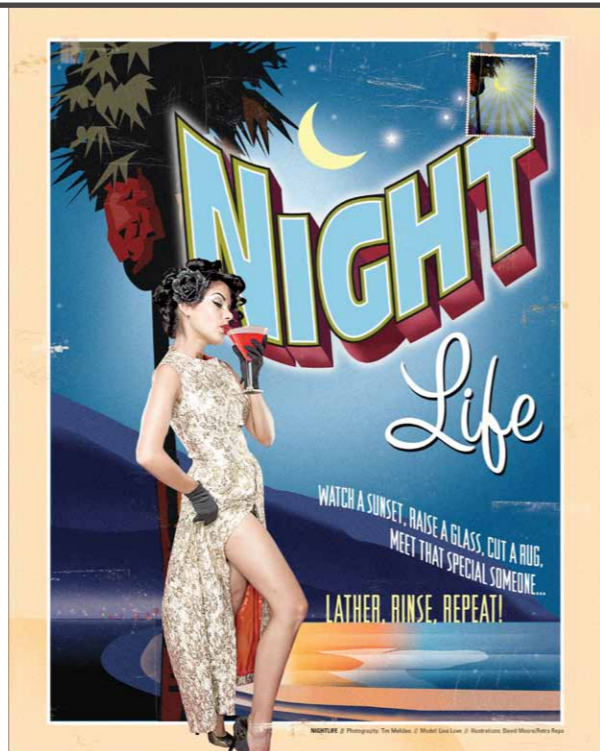
OC Weekly's annual "Best of OC" is the paper's largest and most design-intensive issue of the year. I developed the theme and artwork for four Best Of issues, produced three, and won LA Press Club awards for two (2008: 1st Place Design, 2009: HM). "Her work in the Best of OC package shines - maintaining an interesting, consistent approach throughout the huge feature," wrote the judges.

CLIENT/PROJECT

OC Weekly: Best of OC 2008 & Best of OC 2009

SERVICES

- Concept & development of visual theme
• In-depth direction & editing & photo shoots
• Compositing of photo illustrations & additional illustration design for cover, headers, logos, pages



Readers' Poll section with a photo of a woman and a list of categories: BEST BAR, BEST RESTAURANT, BEST SHOP, BEST DIVERSION, BEST FOODSTUFF, BEST ARTS & CULTURE, BEST NIGHTLIFE.

Arts & Culture section featuring a banner and category headers: Diversions, O.C. Life, Shops & Wares, Nightlife, Foodstuffs.

Arts & Culture section featuring a banner, a photo of a woman, and a Readers' Poll section with a photo of a woman and a list of categories: BEST ACTOR, BEST THEATER PROGRAMMING, BEST CUTTING-EDGE THEATER, BEST VISUAL ARTIST, BEST SHOW, BEST THEATER PROGRAMMING, BEST VISUAL ARTIST, BEST SHOW, BEST THEATER PROGRAMMING.

06 EDITORIAL DESIGN: FEATURES

CLIENT/PROJECT

OC Weekly: Feature Design & Layout

SUMMARY

LA Press Club named me Designer of the Year in 2010: "Kelly's designs are sharp and engaging. She uses the black & white format of the weekly to its fullest with nice typography and excellent detail." I also won 1st Place Design (LA Press Club: 2009, 2011) and 2nd Place for Best B+W/Two-Color Layout (Maggie Awards, 2007). With my editorial design, OC Weekly also earned two Maggie Awards for Best Tabloid (2010, 2011).

SERVICES

- Publication redesign & template production
- Editorial strategy & brand identity
- Art direction & editorial direction
- Cover & feature design

WITH HER NEW REALITY TV NETWORK, **NADYA SULEMAN** IS READY TO

ROCK TO YOUR WORLD

Just when you thought La Habra's own Nadya "Octomom" Suleman was out of the news for good...

On May 4, Los Angeles attorney Gloria Allred filed suit against Suleman, alleging that the octomom had signed a deal for a reality TV show. Allred is seeking to have a guardian appointed for Suleman's octo-brood to manage the money she says Suleman will make by appearing on the show.

Asked on-camera by a *Bachelor* magazine reporter whether she had entered into plans for reality programming involving her children, Suleman laughed and gave one of her signatures, pink-lipped woman poses. "As far as I'm concerned, I haven't entered into anything," she said, smiling. "I haven't signed anything. I haven't signed anything at all." Moments earlier, she'd called upon Allred and the lawsuit to the same clip. "People are opportunists they just want to be in the spotlight."

Suleman's attorney Jeff Zuck has acknowledged that he and Suleman have in fact been in talks with production companies, but he told the AP last week that no contracts have been signed and no deal is broken. "Cash said that talks have included contracts for documentaries, reality programming and children's programming."

Little did anyone know that the real plan was for all of the above.

CONTINUED ON PAGE 14

Kingdom Come Again

... AND AGAIN AND AGAIN, LEAVING NO DOUBT WHO RULES ORANGE COUNTY

STORY BY ALBERT CHING
PHOTOS BY ANDREW YOUSSEF
PAGE 12

11th year film

Critical Mass
THE BEST MOVIES OF 2008

BY SCOTT FOUNDAS, RIDLEY, ELLA TAYLOR & ROBERT WINDUCKY

It's a sign of the apocalypse? Something in the water? Or is it just the way the wind is blowing? Whatever the case, when our often-occasional team members of film critics got their heads together about the best movies of 2008, they managed to agree (more or less) on a dozen that are deserving of that designation. What's more, many of those films—like *The Dark Knight* and *There Will Be Blood*—are among the year's five highest-grossing films ever released in the U.S., taking the wind out of that lucrative old argument that says the tastes of critics and those of the average moviegoer are presumably out of alignment. Does that mean Hollywood is getting better, or justwoodenly worse? Discuss—among yourselves on getting better, or justwoodenly worse? Discuss—among yourselves on getting better, or justwoodenly worse? Discuss—among yourselves on getting better, or justwoodenly worse?

CONTINUED ON PAGE 12

WHO KILLED Too+sie?

And should her bereaved owner get paid for emotional distress? Veterinarians and the pet industry sure hope the answer to the question is 'NO'

BY R. SCOTT MOXLEY

The earliest known depictions of the breed of dog known today as the Maltese date back to some 500 years before Christ. These dogs' characteristics include a miniature size, rounded skulls, dome-shaped noses, striking black eyes and silky white coats. They are popular, especially among women, for their readily playful dispositions.

Too+sie was a pedigree Maltese. Given that she stood less than 10 inches tall and weighed 5.5 pounds, you might not expect her to command respect. But Too+sie was born from the union of show-dog champions and carried herself accordingly. Those who knew her say she was intelligent, quirky, fearless, well-behaved and affectionate.

But Too+sie had health problems. She'd undergone heart surgery as a puppy. Beginning in about 2005, she'd developed laryngeal paralysis, a problem that increasingly worried her owner.

Gail M. McMahon, of Aliso Viejo, spent almost thousands of dollars visiting veterinary clinics in hopes of curing Too+sie's breathing problem. For years, nothing worked. Then, in late 2004, she learned of Dr. Diane R. Craig.

CONTINUED ON PAGE 12

SHOOT TO THRILL

FAST CARS, NAKED WOMEN: ED DELLIS LOVES HIS WORK

BY LUKE Y. THOMPSON

Prologue: In which we meet one Ed Dellis, a gentleman whose name you have not previously known, but his occupation being one of which you are likely already jealous.

Photographer Ed Dellis never stops smiling, and if you lived his life, you wouldn't either. From the exhaust-swept pits of the Indianapolis 500 to the boulevards of Little Saigon, he's been everywhere a red-blooded heterosexual male has ever wanted to be—and put smiles on plenty of faces just by making his living.

"That grin doesn't even disappear when he says, 'I'll show you where I got killed.'"

CONTINUED ON PAGE 14

BURGERtime!

Opening a record store full of VINYL AND CASSETTES? IN THIS ECONOMY? WHO ARE THESE MEATHEADS?

ALWAYS ON THE PULP

what the chuck?

Does Irvine Assemblyman CHUCK DEVORE honestly think he can Twitter and parody-video his way through the Republican primary and into a title bout with Senator Barbara Boxer next year? YEP

By Gustavo Arellano

CONTINUED ON PAGE 12

THE BIRDS & BEASTS WERE THERE

THE MORE THE OC FAIR HAS CHANGED, THE MORE ITS RITES AND RITUALS HAVE STAYED THE SAME: IT'S NOT ABOUT WEIRD AL. IT'S ABOUT WEIRD US

BY JOEL BEERS
PHOTOS BY JENNIE WARREN

Centennial Farms, though tucked in a corner that many patrons probably miss during their strolls around the 150-acre site, still offers city dwellers confined to freeways and office parks a first-hand look at the Earth's bounty. And, people can still enter their homemade jams, pies and quills into period competitions.

A fair, even in the center of Orange County, remains a legitimate example of a community gathering. That is a ritual in and of itself, and there is no need to read examples of the shared ritual of community at this year's fair.

As the fair's 2009 incarnation, which is being billed as the OC Lager Fair with a subtitle of "Think Big," nears its close, the fair's most recent and traditional traditions of offering the Livestock Area, though shrouded in mist by the adult and kid crowds (as well as the Parade of Produce's massive tents), remains a key, if fragrant, component.

Sometimes, all in the same moment...

CONTINUED ON PAGE 12

MORE PHOTOS ONLINE AT OC.WEELY.COM

07 LOGOS + PHOTO ILLUSTRATIONS

CLIENT/PROJECT

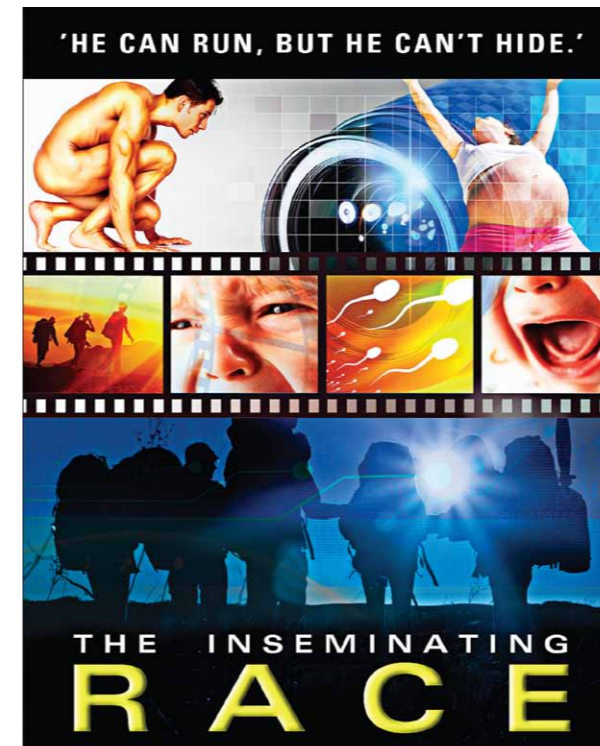
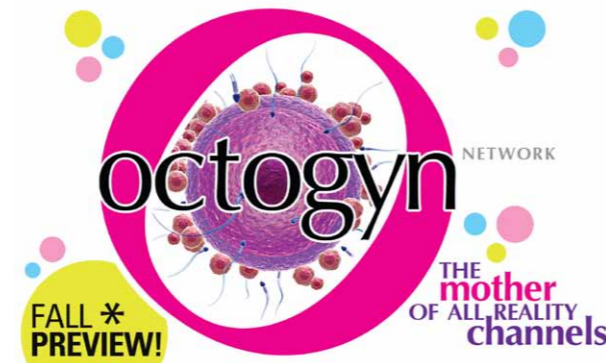
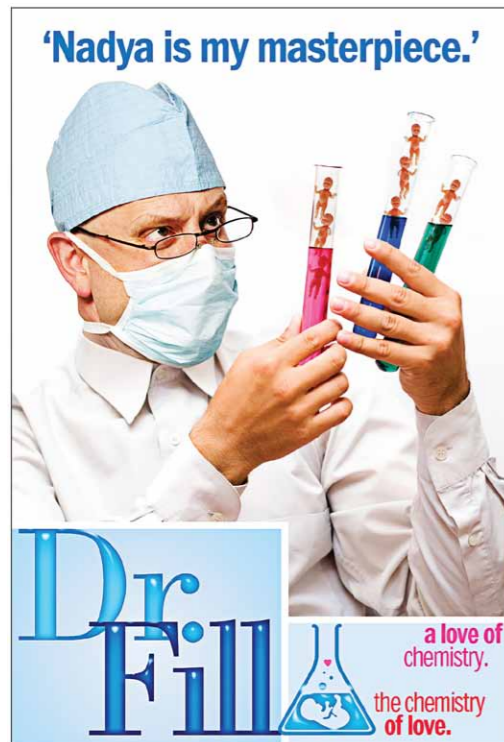
OC Weekly: Logo Design & Photo Illustration

SUMMARY

I designed logos and produced photo illustrations for almost every issue of OC Weekly, either in the form of cover type or feature page headers corresponding to the cover design. I also created logos to carry through the entire paper or special section for several special issues a year. For other issues, such as "Octomom" (below) or Best Of OC, my photo illustrations functioned as the feature design itself.

SERVICES

- Creative concept & development
- Branding & identity
- Graphic design, layout & typography
- Photo & vector illustration & compositing



CLIENT/PROJECT

Ventura County Star: Redesign of weekly tabloid

SUMMARY

I produced a complete redesign/resize of Time Out, the weekly culture and entertainment tabloid of Ventura County Star newspaper. This Style Guide (below), which I created for the staff designers, details the new templates, styles, structure and design guidelines that streamlined our production process and created visual unity. The overhaul targeted younger readers with new, web-related content and style.

SERVICES

- Publication redesign & template production
- Editorial strategy & brand identity
- Art direction & editorial direction
- Cover, feature & logo design

Index

■ The index specifically teases to the cover story and three inside feature stories, one of which is highlighted with a 4-column photo.

Saxo files: 1
Slug: G03VindexXX
Format: Breakout box

1 COVER STORY TEASER
Text Paragraph Style: TO Brief Hed small
Page # Character Style: O-Breakout small drop cap
Font: Helvetica Neue Lt Std / 85 Heavy
Size: Bump up size 2pts / leading 1pt
Color: Drop cap will be gray; change to 1AA4 Red.

2 FEATURES TEASER
Text Paragraph Style: TO Brief Hed small
Page # Character Style: O-Breakout small drop cap
Size: 11.5/12 (keep as is)
Color: Drop cap will come in gray; change to 1AA4 Red.
Font: Helvetica Neue Lt Std / 87 Heavy Condensed

3 PHOTO TEASER
Paragraph Style: TO Brief Hed small Drop Cap
Page # Character Style: Automatically formatted with paragraph style
Font: Helvetica Neue Lt Std / 85 Heavy
Color: Change to white

■ All other text items are standing, non-Saxo items built on Master Page.

4 Departments: General, standing summaries tease to the six sections.

5 The Guide: Index to listings. Check page numbers each issue.

6

Departments: Feature stories

■ Time Out's feature stories are the main course in the publication's topic-driven "Department" sections. Usually staff- or locally-written, these are longer articles, interviews, weekly columns, previews or reviews featuring a movie, musician, artist, event or restaurant. Each Department section contains anywhere from 1 to 3 feature stories per issue.

A NOTE ON FEATURE FORMATS
Time Out's feature story style begins with a standard format for headlines, decks and body text:
Saxo Format: TO_5-col_Blk Cond 54
Headline: TO 1-Hed Bk Cond 54
Subhead (Deck) Style: TO 1-Deck 22
Body style:
TO 1-Byname
TO 1-Bytitle
TO 1-Text Ragged Right

As a rule, designers should not change the body style or deck style. **All decks should be 22pt size/ 30pt leading.** Most headlines should use Black or Bold Condensed styles, with TO1-Hed Bk Cond 54 as a baseline.

Designers are encouraged, however to be creative with feature article designs, beginning with the use of additional headline styles that use other typefaces within the Helvetica Neue family. **These**

headline variations are located in Time Out's paragraph styles, made available as 5-column Saxo formats and detailed in the Time Out style definitions.

These Regular, Light and Extended faces may be used for emphasis or ornamentation. Note, however, that designers should generally limit variation within a single headline to two Helvetica Neue typefaces.

8

digIn » THIS ISSUE



17 Mystery, melancholy + Madeline Peyroux



The Guide
Time Out's planner for your time off

5 on 5 5
Time Out's top five picks for fun this week

FILM 30
New Releases 9
Also Out

TUNES 33
Concerts + Clubs
Karaoke + Comedy

STAGE 36
Theater + Performance
Classic Music + Dance

EXHIBIT 39
Art Shows + Galleries
Museums + Institutions

CHILL 42
Events + Festivals
Around Town

TASTE 43
Second Helping
Restaurant Reviews

ONLINE
WWW.VENTURACOUNTYSTAR.COM/TIMEOUT

5

TimeOut | May 3-9, 2007

1 MAIN BAR / FEATURE STORY

Headline: TO 1-Hed Bk Cond 54 (or see note above)
Deck: TO 1-Deck 22
Text: TO-Text ragged right
Body style:
TO 1-Byname
TO 1-Bytitle
TO 1-Text Ragged Right
Body, 1st paragraph: TO 1-Text Drop Cap

2 PHOTO/S
Credit: TO 1-Caption Credit
Cutline: TO 1-Caption Credit

3 BOTTOM BOX (OPTIONAL)
Label: Standing, non-Saxo Library item
Headlines: TO-Brief Hed small
Text: TO Breakout No Indent
Lead-in: TO-Breakout Bold Stars: TO-Bullet (Letter "N")

4 BREAKOUT BOX
Saxo format: TO_ breakout_box
Headline: TO-Brief Hed small
Text: TO Breakout

5 PULL QUOTE
Saxo format: TO_ breakout_box
Text: TO 1-Quote Big
Attribute: TO 1-Quote Attribute
Quote Marks: TO-Quote marks Character Style (glyph)

6 SIDEBAR
Saxo format: TO_brief_nohead_1-col
Headline: TO-Brief Hed large
Subhed: TO-Brief small



1 'It's MY weekend'

2 Kutcher's not punking you

3 4 MORE PLAYING



Take your pick

5 FAST FACTS



6 Underwood Family Farms Fall Harvest

8 I never set out to do a rock 'n' roll star. I just wanted to make some classic and make a lot of money.

9 Underwood Family Farms Fall Harvest

1 Cover Story 2 Features

14 The hills are alive + rockin'
Buzz is big for the new CD by Brett Dennen, who plays the Ventura Hillside Music Festival on Saturday.

24 Great Pumpkin hunting? We can help

Perfect pumpkins are ripe for the picking in and around Ventura County.

26 Hungry for healthy?

Life is sweet for veg-heads and carnivores at Mary's Secret Garden in Ventura.

Departments 4

6 watchOut
What's new + noteworthy in film and home cinema.

11 geekOut
Video game reviews + top trends on the Net.

12 grooveOut
Interviews, album reviews + chatter about the charts.

21 ventureOut
Theater, culture and events in Ventura County + beyond

26 dineOut
Where to chow down, drink up + feed your body + soul.

32 wayOut
Chuck Shepherd's News of the Weird. Very weird.

ON THE COVER: Singer-songwriter Brett Dennen. Photo courtesy of Gabriel Judel-Wenshal.
WE WANT TO HEAR FROM YOU. To spread the news of your event, contact us or drop your information by at our office. For best results, submit your information at least three weeks before your event. Include address, phone, number and website.
PHONE: 805-437-0000
FAX: 805-482-8187
MAIL: P.O. Box 6007 / Camarillo / CA 93011
WEB: www.VenturaCountyStar.com/timeout
E-MAIL: editor@VenturaCountyStar.com/timeout
TO ADVERTISE: Call 805-655-1742.
TO SUBSCRIBE: Call 800-XXX-XXXX.

TIMEOUT EDITOR: Mark Wyckoff
WRITERS: Jeff Favre • Karen Lindell • Bill Lacey • Lisa McKinon • Rita Moran
PAGE DESIGNERS: Kelly Lewis • Dave Mason
COPY EDITORS: Alicia Hoffman • Patricia Mamouji • Linda Martner
CALENDAR EDITORS: Emily Huchthaler • Karen Lindell • Jim Witte

CLIENT/PROJECT

Ventura County Star: Weekly tabloid, Time Out

SUMMARY

Following my redesign/resize of Time Out (see next page), I became the lead designer responsible for coordinating with the editor to plan the issue, manage the pagination, design the weekly cover and feature pages, and supervise other staff designers on their layouts. For this and other issues, I also coordinated with the staff photo editor and photographers on original photo assignments.

SERVICES

- Direction & development of visual content
- Cover/feature design, page layout, pagination
- Direction of photo shoots & illustrations
- Creative & technical supervision of staff

timeOut VENTURA COUNTY STAR YOUR WEEKEND'S HERE. VENTURACOUNTYSTAR.COM/TIMEOUT

Fresh-brewed success

Thousand Oaks barista goes 'Off the Clock' and onto the charts as part of national Starbucks CD

REVIEWERS | movies + video games + music + theater + restaurants PREVIEWERS | concerts + events + on the Net INSIDE | Under the big top in Simi, Ventura | Larry the Cable Guy goes to war | Dining at Greek Island Burgers

May 10-17, 2007 | timeOut

Lyrics & lattes

Carly Escoto of T.O. serves up both as a singing, songwriting barista

BY KAREN LINDELL
karel@ventura-county.com

The scent of toasted Sumatran beans and caramelized mocha seeps into your skin at Starbucks. The only thing that might sink in deeper is the music. Entering one of the ubiquitous coffeehouse chain's stores is as much a musical jaunt as a caffeinated one. The background soundtrack to your Grande Caffe Latte might be Ray Charles, Norah Jones, Sergio Mendes in a duet with Justin Timberlake, the Rolling Stones or Joss Stone, or a salsa, jazz or West African artist you've never heard before but want to get to know better. One undiscovered artist whose voice is waiting around the zillions of Starbucks nationwide is from Ventura County: Thousand Oaks resident Carly Escoto.

Starbucks solicited original musical recordings from its "partners" (company slang for employees) for the inaugural "Off the Clock" disc. The company received more than 800 submissions. The music on the CD, which is now being sold at Starbucks stores, is a mix of folk, rock, pop, jazz and alternative. Escoto's track, "Stay for Good," is a country girl-and-guitar folk ballad. Escoto herself is a 26-year-old barista who plays guitar as a high school junior, and ventured into the public singing only two years ago. Now, her name is on a CD that debuted at No. 190 on Billboard's Top 200 Contemporary Albums chart, offering to a Starbucks employee, where she works, a Starbucks employee, where she works, a Starbucks employee, where she works.

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New again

Norah Jones takes a stripped-down, homegrown approach on third CD

BY TRACY FINK
tracy@ventura-county.com

It's one thing to be popular; it's another to be omnipresent. For five years Norah Jones has been both. Since February 2002, Jones has moved nearly 15 million CDs, including the 1.2 million copies of "Not Too Late," her third and latest CD. That's about 8,000 CDs each day, every day, holidays included, for five straight years. Like anyone who explodes into the pop culture as quickly as she did, Jones has prompted a cult of haters and detractors. Most complain about her music and how it hasn't evolved much since her first album. Take this job from The Onion that ran in early March, about a month after "Late" hit stores. The headline: "Norah Jones releases debut album for the third time."

The story: "With critics hailing its sound as 'nostalgic' of a young Norah Jones, 'Norah Jones' third album, 'Not Too Late,' features the singer-songwriter performing mellow, acoustic pop songs with soul and country-pop tones. "In the weeks since this year's Grammy Awards show, many fans have expressed outrage in online forums that Jones was 'sambled' yet again in the Best New Artist award, which she hasn't won since 2003. "The 'Late' is different from her previous two albums on several levels. For one, Jones used a different producer, Arif Martin, who produced "Come Away With Me" and "Feels Like Home." "I died in June 2006 of pancreatic cancer. So when time came to make her third album, Jones — who is on stage this week in L.A. and Santa Barbara, touring behind the new CD — hired her husband, Lee Alexander, who is also her longtime, live-in boyfriend. Their approach: Record it at home, strip it down and make it sound live, unlike the two others, which were polished and coiled to a radiant sheen. The other big difference: Jones wrote or co-wrote all 13 songs. And some of her lyrics are explicitly critical of people in places of power, such as the former governor of her native state. Like the Dixie Chicks, Jones is a native Texan. At least twice on "Not Too Late," she sings the kinds of things about President Bush that used to be verboten. For example, there's this from "My Dear Country," written right after Election Day, November 2006: "The fact is the only thing I saw/did three days later it was clear to all/That nothing is as easy as election day. — Then 'Who knows? Maybe the plans will change/Who knows? Maybe he's not demagogued."

Stay for Good

Music and lyrics by Carly Escoto

There's a place inside my heart
I've been keeping it warm
Just in case you should want
A little shelter from the storm
Stay a while
My darling, I hope you find
My heart for you to stay for good
If there's a place inside your arms
And you're ready to love and warm
Would you let me have
A little shelter from the storm?
Maybe
Could be your darling and
You'll want to hold me here for good
And maybe this
Is exactly what it seems
And you want to stay for good

BY KAREN LINDELL
karel@ventura-county.com

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Norah Jones

Norah Jones takes a stripped-down, homegrown approach on third CD

BY KAREN LINDELL
karel@ventura-county.com

10 NEW MAGAZINE CREATION/DESIGN

CLIENT/PROJECT

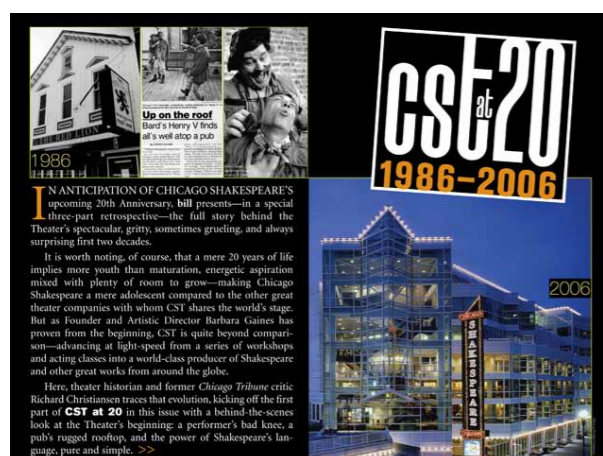
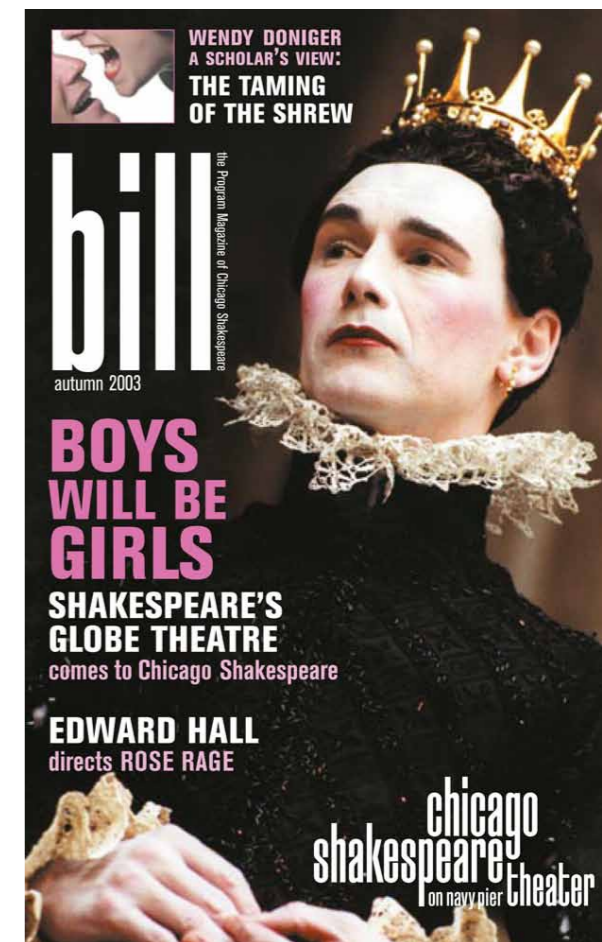
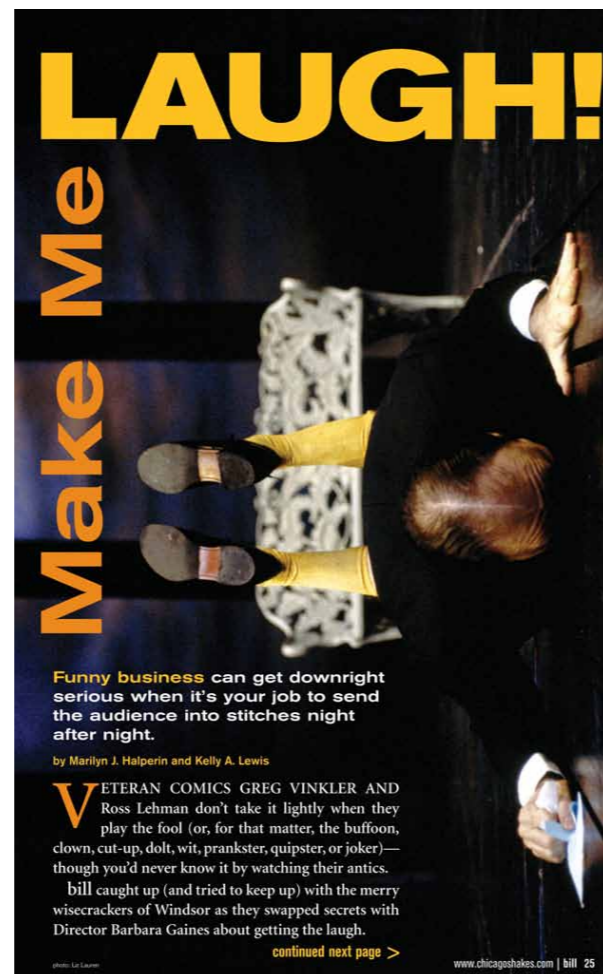
Chicago Shakespeare Theater: bill Magazine

SUMMARY

I created a new, custom glossy magazine for Chicago Shakespeare Theater that functioned as an arts/entertainment publication, marketing piece, and playbill in one. I had 3 weeks to develop and produce the first issue. As founder, I shaped the publication's brand identity, structure & templates. As editor & designer, I formulated, assigned, wrote, edited & designed each issue from beginning to end.

SERVICES

- Magazine development & brand identity
- Art & editorial direction, cover & feature design
- Reporting/writing & editing/proofing
- Production/ad management





KELLY ALEXIS LEWIS

ART DIRECTOR | DESIGNER | WRITER

RESUME
2013

SPECIALTIES



ART/CREATIVE
DIRECTION



EDITORIAL
MANAGEMENT



PUBLICATION
REDESIGN



GRAPHIC DESIGN
& LAYOUT



PHOTO
ILLUSTRATION



BRANDING
& IDENTITY



COPYWRITING
& EDITING



STATIONERY
& PRETTY STUFF

EXPERIENCE

Creative Director

BACKSTAGE, LLC
(MAR 2012– JAN 2013)

I developed and oversaw the company's various media extensions while designing each week's cover and feature; creating and directing all original art and photo shoots, and managing art budgets and staff.

Major Accomplishments

I produced a complete rebranding and redesign for Backstage magazine, its website, and its overall identity and communication assets, transforming the content, messaging and appearance of a 50-year-old trade newspaper into a bold multimedia company.

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, staff Layout Editor and Photo Intern; and oversaw the paper's design, production and brand.

Major Accomplishments

I produced a comprehensive redesign/resize of the publication. I also devised administrative systems for the editorial art department, including asset management, contact database, assignment contracts and workflow procedures.

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 sections. As Travel Editor, I planned, assigned and edited freelance and wire content and wrote copy for the section.

Major Accomplishments

I produced a complete redesign/resize of the paper's weekly arts and entertainment tabloid. I trained and supervised other staff designers on the new templates, style guide and production processes; and coordinated and designed all art, covers, layouts and pagination.

Publications Manager, Founding Editor/Designer

CHICAGO SHAKESPEARE
THEATER (FEB 2000 – JAN 2006)

As Publications Manager, I wrote, edited, designed and managed the theater's various communication pieces, including playbills, teacher handbooks, catalogs, newsletters, stationery, brochures and signage.

Major Accomplishments

I created "bill," the theater's own program magazine. As founding editor and designer, I formulated, assigned, wrote, edited and designed each issue; and oversaw each issue's ads, budget, production and printing. I also developed the theater's first in-house graphic design department, systems and archives and supervised staff designers.

Managing Editor

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

I assigned, wrote, edited and designed features and other content for the company's five monthly regional action sports magazines, both locally and remotely from Denver and Chicago offices.

Major Accomplishments

From the company's Chicago office, I guided the New York magazine through new ownership and content overhaul, developing a new freelance network of writers, production schedule, and customized local content.

ONGOING PROJECTS

Freelance Creative

Conceptualize, design, write and produce posters, postcards, business cards, brochures, branding, stationery and other collateral.

AWARDS

LA Press Club

- Designer of the Year
- 1st Place Design (2x)

Maggie Awards

- Best Tabloid: Art Direction of winning issue (2x)
- Best B+W/Two-Color Layout: Finalist

Art Direction of various winning illustrations

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

EDUCATION

Northwestern University

B.A. HONORS, 1998

Major: Writing / Minor: Art History
Best English Major in Writing, 1998

SKILLS

ADOBE
INDESIGN
★★★★★

ADOBE
PHOTOSHOP
★★★★★

ADOBE
ILLUSTRATOR
★★★★

ADOBE
DREAMWEAVER
★★

ADOBE FLASH
ADOBE FIREWORKS
★

WORDPRESS
3.2.1
★★★

HTML
CSS
★

MICROSOFT
OFFICE
★★★★★