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 communcation 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, stationary 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
★★★★★	★★★★★	★★★★	★★	★	★★★	★	★★★★★

kellyalexislewis.com | hello@kellyalexislewis.com | 310 621 1986 | 5470 Calle Polvorosa San Clemente, CA 92673