

# KIRK M. LEWIS II

UI / UX DESIGN MANAGER

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My objective is to use my proven commercial leadership, experience and success to add value to a forward-thinking organization.

## At Fannie Mae, my job consists of the following:

- \* Play a vital role in the development of the companies Design System.
- \* Create UI Elements for the Blueprint Design System including UI Motion Guidelines
- \* In-House motion designer and animator.
- \* Research, writing, and editing
- \* Took business challenges and turned them into opportunities.
- \* Identify problem areas between cross-functional teams and provide solutions for resolution.
- \* Internal research to identify personas, their workflows, and usage of the design system.
- \* Create exceptional media for keynote talks, presentations, and quarterly meetings.
- \* Consult with development teams on application design decisions.
- \* Meet with and run studies with external business partners.

## Previously, employed at Verizon as a UI / UX Software Engineer.

- \* Take video concepts and products to market.
- \* Help define what the product is, looks like, and operates.
- \* Invent new video technologies.
- \* Manage designers and relationships between design and other cross-functional teams and partners, both on-site and abroad.
- \* Primarily focused on video products for all devices and model designs for all disciplines.

Through my career at Verizon, I was able to successfully get video products into the homes of millions of people by making sure it was designed and functions as intended by business objectives.

Before Verizon, I had at least seven years of interactive and traditional agency experience. Including starting and helping start a few agencies.

## EXPERIENCE

2018 - Current

### LEAD UI / UX & RESEARCH

Fannie Mae

Gain insights on cross-functional team behaviors. Develop solutions to problems. Help build the Blueprint Design System for Fannie Mae. The design rules, guidelines and components that will shape consistency throughout the vast amounts of applications. Research and usability studies for insights. Video production & animation.

2010 - 2018

### UI / UX DESIGN MANAGER

Verizon Corporation

Take video products to market. UI / UX for 10 Foot Cable/On Demand video experiences for Set Top Boxes, XBOX360, XBOX One, Sony Playstation & DVR Players. Write and influence requirements. Produce wireframes. Define Usability Study Objectives & prepare prototypes. Design & Review Designs. Audit implementations with dev groups. Build for applications developed for a variety of devices.

## INDUSTRIES

Financial	Cable TV Services
Telecommunications	Beauty / Skincare
Interactive Agency	Sports
Advertising Agency	Education
Marketing Agency	Consumer Goods
Entertainment	Non-Profit
Health / Wellness	

## SUCCESS

LUMA - Design Thinking Trained and Certified \* Successful deployment of several releases of Verizon FiOS TV \* Multi-platform release of Redbox Instant by Verizon \* Bridge gaps between product and development teams \* Help prolong and revive peer careers \* Awarded intellectual property patents \* Help keep millions of customers despite cord-cutting trend \* Solve complex business objectives within the confines of the medium

## AWARDS

### UNITED STATES PATENT

Patent No.: US 9,319,724 B2

Favorite Media Program Scenes Systems & Methods

Machine learning process that allows artificial intelligence to predict and find movies and scenes that will appeal to you and combinations of humans.

### UNITED STATES PATENT

Patent No.: US 8,977,104 B2

Tagging Video Content

Processes of which combines computer vision and artificial intelligence to determine details of what is displayed in moving pictures.

### MACROMEDIA SITE OF THE DAY

Nationwide Insurance

30 Ways - Life Comes at You Fast campaign.

## SKILLS USED FOR



UX



Design



AR/VR



AI



Animation



Management



Videography

## REFERENCE

### BRIAN ROBERTS

Former UI/UX Director, Verizon Corp.

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