

KIRK LEWIS II



CREATIVE DIRECTOR

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CONTACT

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LOCATION

Plano, TX, USA

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

PROFILE

A creative director with a history of successfully bringing products to market and usage. An award-winning, patent-holding, innovative thinking, results-focused creative with experience in leading teams to a wide range of internal and external product design experiences and systems design.

CURRENTLY

Citigroup | Irving, TX | 2020 - PRESENT

Creative Director

An inspirational leader, effectively managing a team of creative designers, writers, and architects of different skill levels and characteristics. My team is the "The Data Team" or "Data Visualization Team." I foster a creative, detail-oriented, collaborative environment to maximize the strengths of human and financial resources: excellent management skills that include coordinating and supervision of daily operations and workload management. I am a creative director that does not mind getting my hands dirty, doing work, and showing by example. I cultivate strategic alliances and partnerships with internal and external leaders in various lines of business.

The data team primarily produces complex data dashboards, data visualizations, and full web-based applications derived from random, unpredictable, and convoluted intake methods.

I also lead the team in developing a Data Visualization Design System. Meaning the team designs dashboards and applications that are so vital to business operations. However, we write the book on how it's done and develop the components and guidelines.

Leading a team from the ground up to do this requires a great deal of critical thinking, strategy, communication, and complicated problem-solving. In addition, each project requires learning a new line of business, a new team, a new set of acronyms and KPI's.



Design Team Management



UX



UI



Innovation



Animation



Data Driven



Videography

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RECENT EXPERIENCE

Fannie Mae | Plano, TX | 2018 - 2020

Lead UI / UX, Researcher, Animator, Video Production

Gain insights on cross-functional team behaviors, develop solutions to identified problems through research efforts, and build the Blueprint Design System for Fannie Mae. The design rules, guidelines, and components will shape consistency throughout thousands of applications. Conduct research and usability studies for insights to inform design system guidelines, components, and tools—video production & animation.

- * 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
- * Take cross-functional business challenges and turn 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.

Verizon Corporation | Irving, TX | 2010 - 2018

UI / UX Design Manager

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, and define Usability Study Objectives & prepare prototypes. Design & Review Designs. Audit implementations with development groups. Build for applications developed for a variety of devices.

- * 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 is designed and functions as intended by business objectives.

SUCCESS

- * Lead a design team from the ground up
- * 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

INDUSTRIES

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

REFERENCE

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