

## DANNY LEWANDOWSKI

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## PROFESSIONAL EXPERIENCE

### Freelance Art Director and Front-End Web Developer

Currently as a freelance Art Director and front-end Web Developer, I help clients solve their marketing and communications needs by developing finely crafted design-driven solutions on a variety of platforms in both print and online media.

As an Art Director, projects have ranged from full-scale conceptual campaigns produced for in-store, billboards and online marketing that include HTML emails, web banners and landing pages to smaller initiatives that required materials to fit within an established brand style but conceptually pushed them in new directions.

As a front-end web developer, I have helped concept, design and produce online marketing campaigns that have ranged from simple HTML emails to fully responsive websites to interactive Facebook game promotions. I have also been engaged in many aspects of developing user experience flows, templates and interactive prototypes for clients and developers.

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### Museum of Design Atlanta (MODA)

*Designer and Guest Curator of Paul Rand: Defining Design (2 years)*

- Concepted and developed exhibit for museum on the legendary graphic designer Paul Rand
- Designed and produced all related exhibit elements for walls and promotion items
- Worked directly with lenders to secure items for the exhibit
- Worked with museum staff to install and arrange all items

### Fuse Ideas

*Freelance Art Director (3 months)*

- Responsible for developing and executing point-of-sale materials for the Connecticut Lottery in a wide range of mediums including digital and vinyl billboards, bus shelters, bus sides, in-store displays and web banners
- Established visual styles and user experience for the Fox Television Network promotions and Facebook applications to promote their new sports channel Fox Deportes and the 2013 season of the television show *New Girl*.

### CareerBuilder.com

*Freelance Sr. User Experience Designers (3 months)*

- Conducted overall site audits to determine global UI components and redesign templates to improve consistency across various site areas
- Expanded and improved the global style guide to document and implement updated styles
- Concepted new user experience flows and UI designs to improve and increase flexibility, navigation and overall brand experience.

## **Digitas (formerly Modem Media) – East Norwalk, CT to Atlanta, GA (2004-2013)**

*Sr. Art Director (8 years), Sr. Creative Engineer (11 months)*

- Responsible for creating, maintaining and training team members on the brand guidelines for Delta Air Lines. Most notable accomplishments include redesigning and rebranding delta.com in 2005 and 2007. Also designed all master global templates for email and promotional communications.
- Wrote and produced master global style guide for delta.com, used by teams around the world for all forms of marketing communications
- Developed standards of file structures and delivery methods for consistent transfers between global teams and vendors.
- Created tight relationships with all clients and became recognized as a brand steward for constant oversight and training on brand standards.
- Developed internal POV documents regarding responsive web design and producing work for high-density (retina) displays.
- Participated in an annual Yahoo-Publicis Hack-A-Thon in New York City. Was part of the winning team which was recognized throughout the Publicis network and Yahoo.
- Winning Hack-A-Thon project became a cornerstone project for Digitas Labs, an internal team focused on new and emerging technologies

## **Universal Digital Communications – Mansfield, Ohio (2001–2003)**

*Creative Director*

- Responsible for all areas of creative development including print, web, video and animation. Involved in crafting creative direction and execution, copy writing, budgets, and all other managerial duties including hiring, mentoring, and managing creative teams.
- Developed complete marketing and identity campaign for local city and presented to a large audience of public and city officials
- Managed and directed diverse staff of creative professionals
- Produced marketing/identity campaigns for local and regional clients, with significant results  
Directed and participated in photo and video shoots, as well as audio and video editing

## **Mead Packaging – Atlanta, Georgia (2001)**

*Graphic Designer*

Conceptual and graphical work for internal clients and marketing support.

- Created identity for new corporate-wide initiative
- Developed packaging concepts for new sales
- Developed advertising for division promotion
- Animation and character development to promote safety and prevent workplace injury  
Promoted and developed material for internal seminars and events

## **Sapient Corporation – Atlanta, Georgia (1999–2001)**

*Graphic Designer*

- Conceptual and graphical work for large corporate clients and creation of large-scale e-Business solutions
- Concepted, designed and helped implement the redesign of [portfoliocenter.com](http://portfoliocenter.com)
- Assisted with the concept and design of [vitaminshoppe.com](http://vitaminshoppe.com)
- Performed creative assessments for a global telecommunications company
- Developed visual guidelines/standards for a global photography company

### **Portfolio Center – Atlanta, Georgia (2000–2001)**

*Graduate Advisory Teacher/Mentor*

- Assisted students in final quarter to prepare portfolios and finalize projects. Participated in critiquing students' end-of-quarter work.

### **Spunky Productions – Atlanta, Georgia (1998–1999)**

*Web designer/Production Artist*

- Concepted various scenes of animation, graphic production for websites and production of animations. Also involved in concepting and producing promotional pieces for the company and its clients.
- Assisted in sound design and music for animations
- Created promotional collateral and websites for the company and its clients Flash animation production

### **Frogfire Digital – Atlanta, Georgia (1998–1999)**

*Web Design Intern*

- Produced web comps for client presentation/approval, worked with site developers to solve various problems. Graphic production and update/maintenance of completed sites.
- Standardized client's presence on the Internet and letterhead suite. Assisted in site creation/maintenance.

### **Digital Picture – Atlanta, Georgia (1997–1998)**

*Designer*

- Photo manipulation, page layout, color correction, proofing and large format printing.
- Successfully created the company's first capabilities brochure
- Assisted in digital photo shoots
- Worked with professional photographers to complete various photo montages or manipulations for large, national clients

### **Nystrom Lithocraft – Waco, Texas (1995–1997)**

*Scanner Operator*

- Responsible for drum scanning, color correction, image retouching/manipulation, film output, proofing, various print related tasks, equipment maintenance and light design layout.
- Helped install new pre-press equipment including a drum scanner, proofing systems and film imager
- Developed new company-wide color correction standards
- Demonstrated professional image editing skills that helped to win a national magazine client
- Responsible for all image color quality

## EDUCATION

### Portfolio Center – Atlanta, Georgia (1996–1998)

Graduated with degree in Graphic Design.

### Texas State Technical College – Waco, Texas (1993–1995)

Associates degree for Commercial Art & Advertising.

## SKILLS & TALENTS

HTML, CSS and Javascript  
Full Adobe Suite  
Image editing/retouching  
Responsive Web Design  
SASS, Compass, Jade, Markdown

Organized and detailed  
Work in tight deadlines and fast-paced environments  
Team management  
Mentorship & training  
Idea-driven Efficient Creative writing

## CLIENTS

Connecticut Lottery	J.P. Morgan	General Electric	Fox Television
Delta Air Lines	SunTrust Bank	Equifax	American Express
Bearingpoint	AOL	ESPN	Capcom USA
Liv Games	About Entertainment	City of Ontario, Ohio	Portfolio Center
Kodak	Nokia	Sallie Mae	Vitamin Shoppe
AAG Reverse Mortgage	Maidenform	Mace Hibbard	Louise Maloof