

# RON LEWIS

9811 Ashburton Drive • Charlotte, NC 28216 • Phone 704.325.9864  
<http://www.ronniealewis.com/>  
[sdsu82@yahoo.com](mailto:sdsu82@yahoo.com)

## PROFILE:

Extensive experience in graphic design, print, marketing, advertising and web development. Experience working independently and as part of a group creating strategic brand design, advertising, publication design, collateral and trade show design. Ability to work collaboratively with peers and stakeholders in support of organizational goals and objectives. Proficient in Adobe Creative Suite.

## TECHNICAL SKILLS:

### Print Design and Layout

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Acrobat

### Web Design and Development

Adobe Dreamweaver  
WordPress  
CSS  
XHTML

### Productivity Tools

Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
Apple Keynote

## PROFESSIONAL EXPERIENCE:

### **Graphic Designer/Web Developer**

**Industrial Test Systems, Inc. - Rock Hill, SC**

**DEC. 2010 – Present**

Responsible for website design and content updates, new product promotions, software updates, and analytics for websites with more than 400 products in the US and UK. Track online sales and analytics and provides monthly reports to senior managers. Leading the conversion of the present US website from a static site to a content management platform. Create graphic design solutions such as brochures, print ads, web banners, tradeshow display graphics and collateral for several of the company's global products and private label distributors.

### **Freelance Graphic Designer**

**Lewis Design Group - Charlotte, NC**

**JAN. 2009 – NOV. 2010**

Provided marketing and design consulting to small and mid-size organizations focused on building brand awareness and market penetration. Created graphic design solutions that include logos, brochures, publications, direct mail and ad design using Adobe Photoshop, InDesign and Illustrator. Engaged in website design and development projects utilizing Dreamweaver and PayPal integration for e-commerce functionality and Adobe Photoshop for user interface design.

### **Director of Marketing and Communications**

**The Park Ministries - Charlotte, NC**

**JAN. 2007 – DEC. 2008**

Responsible for the development and strategic implementation of branding for the 10,000 member ministry. Oversaw an annual budget in excess of \$380,000. Designed all print collateral, web marketing, streaming internet, radio, TV, cable and satellite content. Designed promotions to increase product sales. Supervised a staff of three along with multiple volunteers to develop long-range communications goals. Created the marketing strategy for a 36-month capital campaign that raised over \$3 million in just 18 months.

**Instructional Technology Consultant****University of North Carolina at Charlotte - Charlotte, NC****JAN. 2001 – DEC. 2006**

Worked with faculty to design and develop web-based courses for distance education delivery. Created and maintained the WebCT (Blackboard) Faculty and Student Support websites. Developed and facilitated workshops on course-specific tools as well as trained in various ancillary web and print tools. Developed a fully interactive education module designed to augment face-to-face instruction. Responsible for troubleshooting technical issues for faculty and students.

**Graphic Designer III****University of North Carolina at Charlotte - Charlotte, NC****OCT. 1996 – DEC. 2000**

Responsible for the design and coordination of all instructional and institutional graphic design projects. Designed websites for various departments. Utilized industry-standard design applications to produce brochures, booklets, publications, signage and web-based projects. Supervised two (2) student assistants in ad design and marketing. Planned department budget and authorized capital equipment purchases. Apprised unit head on new hardware and software technologies relative to print and web design.

**Graphic Designer****Design Of The Times - Long Beach, CA****JAN. 1992 – SEP. 1996**

Worked directly with clients to develop and implement marketing and graphic communications objectives. Duties included concept development, design and marketing consulting. Created business collateral including brand marks, brochures, direct mail, booklets, newsletters, presentation graphics, etc.

**Production/Graphic Artist****Bertrand Advertising Agency - Hollywood, CA****OCT. 1986 – DEC. 1991**

Designed classified display, trade and recruitment advertising for a wide range of clients in such areas as defense contracting, hospitality, public works, and finance. Worked with account executives on media recommendations for clients. Interfaced directly with agency president and vice president to meet clients' objectives. Served as mentor and supervisor to two (2) junior designers. Responsible for the migration of digital delivery systems for the agency's art department. Provided agency-side consulting and copywriting to target ethnic markets.

**EDUCATION:****SAN DIEGO STATE UNIVERSITY**

San Diego, California - Bachelor of Arts in Graphic Communications