**Kevin Lewis**

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<https://kevin-lewis.netlify.app/projects> | <https://github.com/KPL33>

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**SOFTWARE KNOWLEDGE**

HTML, CSS, JavaScript, JQuery, Git/Version Control, Jest, React, Vite, JWT Authentication, Insomnia, Postman, MySQL, Sequelize, NoSQL, Node, Mongoose, MongoDB/Compass, Apollo, GraphQL, Express Session, Handlebars, WordPress, Adobe XD, Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Bridge, Figma, Canva, Sketch, Pitstop, iPaper, MS Teams, Word, Excel, Asana, Slack, Trello, Monday, Constant Contact, Magazine Manager.

**PROFESSIONAL EXPERIENCE**

**Graphic Designer/Advertising Production Manager** **July 2007–March 2023**

*Publishers’ Development Corporation* — Escondido, CA

* Directed a high-performing Advertising Production Department, utilizing 24 years of Adobe Creative Suite expertise.
* Trafficked and designed assets for clients, accommodating a broad spectrum of print and digital advertising budgets.
* Produced four print publications, delivering over $300k per month in ad revenue for the company.
* Worked with the Sales Department to optimize client ad spend via design and campaign analytics.
* Teamed with off-site printers to ensure consistent, high-quality and efficient print-product delivery.
* Managed monthly billing for 300+ advertisers and reconciled vendor invoices with Accounting.
* Strategically devised production schedules for print and digital products, ensuring timely delivery.
* Tracked and forecasted production expenses, staying on-schedule and within monthly budget.
* Maintained informational accuracy of a 10,000-recipient, monthly mass-email list utilized in company’s marketing strategy.
* Led set-up of cloud-based record system, ensuring business continuity during the 2020 pandemic.
* Negotiated print plant contracts, resulting in $100k annual savings.
* Coordinated four departments, expediting magazine production by two weeks, generating an additional $30k in revenue for the company, substantially contributing to its most profitable month in 100 years.
* Adeptly controlled paper consumption, placing orders and negotiating prices with mills to maximize $150k yearly budget.
* Authored an 80 page “Procedures” manual, a valuable tool for training new employees.
* Member of the company’s 401K program review board from 2014 to 2023.

**Freelance Graphic Designer/Web Developer** — San Diego, CA **July 2024–Present**

• Create custom designs for clients on a contract basis, delivering specified assets as required.

**DEVELOPMENT PROJECTS**

* E-commerce site, with user log-in, cart and profile, utilizing React Front-End/Node Back-End
* Game, which compares “Rotten Tomatoes” scores, utilizing React Front-End and OMDB API.
* Weather Forecast App, utilizing Javascript and OpenWeather API.
* Password-Generator App, utilizing Javascript.
* Online/Offline Note-Taker Portable Web App, utilizing Javascript.

**EDUCATION**

* **Full-Stack Web Development Certification** – *UCSD, San Diego, CA*
* **AA in Graphic Design** – *Platt College, Ontario, CA*