




BRI-ANNA LEWIS

As a results-driven Designer, Leader, and Educator with **5+ years** of expertise in Visual and Web **Design**, Data **Analytics**, Creative **Strategy**, and Cross-Collaboration you'll find me at the intersection of **passion** and **purpose**, leveraging my love for **People**, **Data**, and **Design** to solve industry and user problems.

CONNECT WITH ME

 www.Bri-AnnaLewis.com
 Bri-Anna@Bri-Annalewis.com
 252-289-0778

SKILLS

UX & VISUAL DESIGN

UI - Web Design - Product Design - Research
 Information Architecture - User & Process Flows
 Sketching - Wireframing - Testing - Prototyping
 Illustration - Video Editing - Motion Design

SOFTWARE & CODING

Figma - XD - Sketch - Invision - Miro - Mural
 Illustrator - Photoshop - InDesign - Premiere
 After Effects - Github - VS Code - HTML - CSS
 JavaScript - Bootstrap - Qualtrics - Tableau

HIGHLIGHTS

CERTIFICATIONS

Enterprise Design Thinking, IBM, 2022
 CSS Essentials & Animation, LinkedIn, 2022
 HTML for Designers, UXCEL, 2022
 STAR Leadership, IBM, 2021
 Virtual Collaborator, IBM, 2020

ACHIEVEMENTS

Uxcel Top 10% of UX Designers, 2022
 IBM Eminence & Excellence Award, 2021
 IBM Systems Excellence Award, 2020
 Mary Kay Brand Maker and Game Changer, 2019

INVOLVEMENT

ADPLIST Mentor, 2023- Present
 IBM + Black Girls Code Coordinator, 2022
 IBM STAR Program Protegee, 2021 - 2022
 IBM Breakthrough Leadership Graduate, 2021
 Technovation Girls - IBM Mentor, 2020-2021

EXPERIENCE

BOOZ ALLEN HAMILTON, Mar 2023 - Present

Associate | Senior User Experience Designer and Strategist, USPS

- Solve complex user interface and user experience challenges while articulating clear design requirements using a human-centered framework.
- Craft business process scenarios and flows for user interfaces, researching and validating client requirements, translating actionable insights into mockups and wireframes for user flows, and iterating based on feedback.
- Develop compelling design solutions for web applications and websites while applying a strong foundational background as a visual designer to ensure that products are not only functional but beautiful, exceeding client expectations and ensuring timely delivery.

OPPORTUNE DESIGN CO., Aug 2020 - Present

Founder, Product Designer & Webflow Developer

- Own the end-to-end process by proactively driving decisions & strategy, facilitating feedback loops, and leading operations within a fully remote team.
- Launch projects in collaboration with project copywriters, designers, and strategists on time and within scope, resulting in a 95% client satisfaction rate YoY.
- Spearhead the creation, hand-off, and iterations of brand-driven design systems, style guides, graphics, and illustrations.
- Collaborate with project stakeholders to audit and innovate design solutions to solve business challenges and meet user needs via research, information architecture, interaction design, visual design, wireframing, and prototyping.
- Lead technical design and execution of web development projects in order to convert high-fidelity wire frames into fully functional and responsive web pages.

UNIVERSITY OF MINNESOTA, May 2022 - May 2023

Instructor & Facilitator, UX/UI Bootcamp

- Facilitated the education of 60+ students in the full scope of the UX Process on an expedited timeline including, but not limited to, Design Thinking, UX Research & Testing, UI & Interaction Design, Accessibility, Responsive Web Design, and Front-End Web Development.
- Demoed UX techniques and tools such as ideation, wireframing, prototyping, and coding via Figma/Figjam, Miro, Invision, Github, Code Pen, and VS Code.
- Assessed weekly class metrics and student 1-1's to evaluate class effectiveness and individual performance, resulting in a 98% student satisfaction rate.
- Effectively managed an active discussion and project-based learning environment, class operations, and the workload of three Teaching Assistants.

IBM., Mar 2019 - Aug 2022

Visual Design & Social Strategy Lead

- Developed cross-functional style guides and marketing collateral for seven divisions while upholding the integrity of the existing design system.
- Designed, developed, and managed internal websites for four divisions resulting in a 200% increase YoY in both page views and link clicks.

EDUCATION

UNC-CHARLOTTE, May 2018

Bachelor of Science, Marketing Analytics

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EXPERIENCE

IBM., Mar 2019 - Aug 2022 (cont.)

Visual Design & Social Strategy Lead

- Led social media content strategy and asset creation across four divisions driving a 46% increase in Social Engagement YoY.
- Led the overhaul of division analysis and reporting process while identifying and championing actions to strengthen the ROI of internal tools and initiatives.
- Designed the user interface for a new internal web application for technical sellers via Sketch in collaboration with tooling team.
- Championed and implemented a new Adobe design curriculum helping to close the design skill gap for six senior team members.
- Drove the adoption of new company wide web design tool by mastering functionalities and providing local training resulting in the collective up-skilling of 135 participants.

MARY KAY INC., May 2018 - Feb 2019

Global Art Direction and Social Media Strategist

- Developed and executed visual concepts for social media photoshoots in collaboration with Product Managers, Print, and Video leads, to support 15+ global product launches and re-promotions.
- Designed global social media content and lookbook layouts via Adobe Creative Suite to be utilized by over 35 international markets for consumer-focused campaigns.
- Timewise 3D Foundation Project: Ideated the final marketing concept for the global Timewise 3D Foundation launch and executed the concept in collaboration with Product Managers, Print, and Video leads.

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