

Lewis Wilson

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CAREER STATEMENT

Highly dynamic Online Creative Director adept at managing and creating solutions for online initiatives within the corporate sector.

EXPERIENCE

BB&T | Online Creative Director ... 11/1999 - Present

Responsible for the overall quality of creative work produced by the BB&T Online Channel. Such deliverables range from translating marketing objectives into creative strategies, directing the creative team in the production of advertising and marketing collateral, and ensuring that the BB&T brand experience is consistently displayed across the Online Channel as it pertains to development of key online marketing pieces that includes banner ads, landing pages, multimedia content, demos, and tutorials. Drive creative strategy with multiple teams to develop and produce quality creative solutions that meet clients' business objectives and goals. Conceptualize strategic ideas for the creative team in the production of ground breaking creative ideas and play a key role in the envisioning and brand differentiation process.

Please see the following links for examples:

- » [BBT.com](#)
- » [Student Banking Center](#)
- » [Greenwich Awards](#)
- » [Colonial Bank Welcome Site](#)
- » [BBT Sponsored NASCAR site](#)
- » [Merchant Services Offer](#)

Other projects available on request.

designworks | Graphic Artist ... 3/1996 - 11/1999

Sr. Illustrator and Web Designer within large graphics firm. Main clientele included IBM, Carolina Hurricanes, Tekelec, Tascor, SAP, CATIA. Designed intranet sites, promotional material, posters for IBM and its various subsidiaries in IBM's local and regional areas. Created opening night commemorative program for the NHL's Carolina Hurricanes. Presentation work for local telecommunications company Tekelec, and for CATIA – Chrysler design application.

Responsibilities included:

Web and Graphic Design, Illustration, Conference Presentation, Technical Drawings

Patrick Media Group | Design Assistant ... 11/1994 - 5/1995

Worked as Intern. Assisted on all phases of Outdoor Advertising, including the design, patterning and painting of Rochester area billboards.

EDUCATION

Rochester Institute of Technology
Bachelor of Fine Arts - Design
6/91 - 5/95

AFFILIATIONS

10/1/97 - Present
North Carolina Association of Designers and Illustrators (NCADI) – Member

SKILLS

Programming Languages - HTML, CSS, XML, JavaScript, .NET, .asp
All Adobe Software including – Flash (including Swift 3D), Photoshop, Dreamweaver, Illustrator, Acrobat, Connect, Captivate
Interactive - Pinnacle AV, Camtasia