

# Chris Lewinski : Visual Design / XD / Digital Marketing

Corona, CA 714-357-5315 chris@lewinski.net https://chris.lewinski.net

## EXPERIENCE

### Digital Marketing & Design Management, Financial Services – Velocity Vehicle Group – Whittier, CA

March 2019 – Present

Largest Daimler Truck dealer group in N. America with 80+ dealerships, \$2.5B+ revenue, 4500+ employees globally.

#### Crossroads Equipment Lease & Finance – Rancho Cucamonga, CA

Led nascent marketing initiatives including customer advocacy, brand identity, copywriting, website design, orchestration of multi-channel campaigns, and reputation management, increasing customer ratings from 2 to 4.7 stars. Integrated best practices of consumer fintech to streamline customer journeys with automation, prototype customer and vendor portals, credit applications, and lender documentation including compliance governance.

#### VelocitySBA – Pasadena, CA

Served successful rotation as interim IT Director, leading efforts to compile requirements and assess viability of various cloud-based Loan Origination Systems.

### Web Designer – Lucas Oil Products, Inc. / MAVTV – Corona, CA

August 2016 – March 2019

UI/UX design and development, created and managed content, day-to-day operations and maintenance of 30+ web properties. Coordinated with management, sales and social media teams to effectively promote a variety of product lines, television programming, and racing events.

### Designer / Webmaster – Troy Lee Designs, Inc. – Corona, CA

September 2005 – June 2014

Managed evolution of corporate/e-commerce website and related web properties. Achieved notable increase in annual e-commerce sales from \$100K to over \$1M. Created and managed web content, email and social media campaigns. Assisted with concept and production of annual product catalog, print and web advertising, and point-of-purchase displays. Shared IT responsibilities including maintaining integrity of FTP sites, network storage and data backups for entire Art Department. Assisted with direction and production of customer-facing product and lifestyle videos.

### Graphic Designer – Sponsorhouse / Hookit, Inc. – San Diego, CA

May 2005 – August 2005

Design and execution of email and direct mail marketing. UI design/development of sponsor platform, including registration and account management, e-commerce portals, and complex user interactions. Designed sponsor and athlete web properties for GoPro, MonsterArmy and RickyCarmichael.com.

### Partner – image\_1 visual communications, LLP – Chicago, IL

January 1999 – June 2008

Brand identity, animation and video production. Lead concept, design, and development of print and web campaigns and other collateral for manufacturing, software/IT, and entertainment industries.

### Visual Designer – Lante Corporation (LNTE) – Chicago, IL

March 1999 – March 2001

Concept, production, and implementation of application interfaces for event kiosks and high profile e-commerce websites. Worked with Microsoft to showcase Windows2000 at TechEd events worldwide. Worked with Gartner Group to develop kiosk interface for Symposium/ITxpo.

## EDUCATION

Associate of Applied Science Degree – Commercial Art

American Academy of Art – Chicago, IL (1996)

## TECHNOLOGIES

Adobe CS: Illustrator, Photoshop, InDesign, Dreamweaver, XD, Final Cut Pro

Microsoft O365, HTML 5, CSS 3, Sass/Less, Javascript, JQuery, Bootstrap, Twig

Experience with Salesforce, Drupal, Joomla, Magento, WordPress, Figma, Lucidchart, React/JSX

## RELATED SKILLS

Organized, efficient, resourceful; Strong communication and collaboration; Acute attention to detail;

Works well under pressure; Capable of meeting tight deadlines; Often exceeds expectations.

## INTERESTS

Motorsports, Mountain Sports, Music, Travel, Cooking, Art, Animal Rescue and Rehabilitation