

Chris Lewinski

Creative Strategy / Digital Design Leader

📍 Corona, CA

📞 714-357-5315

✉️ chris@lewinski.net

🌐 [chrislewinski](#)

📄 [chris.lewinski.net](#)

EXPERIENCE

Global Lead, Digital Experience – Yamaha Financial Services – Cypress, CA

February 2024 – Present

Drive global digital strategy; Promote and measure best practices for developing and maintaining digital assets and publishing; establish a DX Global Center of Excellence to provide enablement and acceleration to regional finance companies.

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

March 2019 – February 2024

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 brand, marketing, and reputation management initiatives, executed multi-channel campaigns, raising ratings from 2.0 to **4.7★**
Streamlined fintech customer journeys with automation, portal prototypes, and compliant credit/lender document workflows.

VelocitySBA – Pasadena, CA

Led brand and marketing initiatives, and executed multi-channel campaigns; Served as interim IT Director, driving requirements gathering and feasibility analysis for industry-standard cloud-based systems (LOS/LMS).

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 corporate/e-commerce web properties, driving **10x** revenue growth (\$100K to **\$1M+**); Produced digital marketing content (web, email, social) and supporting catalog, advertising, and POS campaigns; Maintained FTP infrastructure, network storage and backups for Art Dept., assisted product and lifestyle video production.

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

May 2005 – August 2005

Email and direct mail marketing design/execution; UI design/development of sponsor platform (registration, account management, e-commerce); Designed sponsor & 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, event marketing collateral for manufacturing, software/IT, and entertainment industries.

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

March 1999 – March 2001

Concept and production of application interfaces (event kiosks, e-commerce). Worked with Microsoft to showcase Windows2000 at TechEd events worldwide. Worked with Gartner Group to develop kiosk UI for Symposium/ITxpo.

EDUCATION

Associate of Applied Science (A.A.S.), Commercial Art / Graphic Design
American Academy of Art – Chicago, IL (1996)

TECHNOLOGIES

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Dreamweaver, XD, Premiere Pro, Audition;
Microsoft O365, Salesforce CRM, Sales & Marketing Cloud, industry-standard CMS platforms, Figma, Miro, Lucidchart;
HTML 5, CSS 3, Sass/Less, Javascript, JQuery, Bootstrap, PHP Templating (Twig, Mustache); Igloo Core Engine;

RELATED SKILLS

Organized, efficient, resourceful; Strong communication and collaboration; Acute attention to detail; Maintains high performance in high-pressure and time-sensitive environments; Often exceeds expectations.

INTERESTS

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